

RFA Monthly Statistics

Web Log Analysis Monthly Report May 2008

Report Range:05/01/2008 00:00:00 - 05/31/2008 23:59:59



This report was generated by WebTrends(R) Wednesday July 16, 2008 – 12:37:56 Final report conversion by WebTrends Document Utility, Version 6.1a (build 423)

Table of Contents

Overview Dashboard]
Marketing Dashboard	
Referrers Dashboard	
Activity by Referring Site	
Activity by Referring Domain	9
Activity by Referring Page.	11
Search Engines Dashboard	13
Activity by Search Engine	15
Activity by Search Phrase	33
Activity by Search Keyword	37
Visitors Dashboard	45
Top Visitors	49
New vs. Return Visits	53
Visitors by Number of Visits	55
Visitors Trend	57
Visits Trend	61
Top Organizations	63
Top Authenticated Usernames	65
Top Domain Names	67
Top-Level Domain Types	69
Pages Dashboard	7 1
Top Pages	73
Top Content Groups	7
Top Directories	79
Files Dashboard	81
Most Downloaded Files	83

Table of Contents

Most Accessed File Types	85
Most Uploaded Files	87
Navigation Dashboard	89
Top Entry Pages	91
Top Entry Files	95
Top Exit Pages	97
Single Access Pages	101
Top Paths Through Site	105
Referrers Dashboard	109
Activity by Referring Site	111
Activity by Referring Domain	113
Activity by Referring Page	115
Search Engines Dashboard	117
Activity by Search Engine	119
Activity by Search Phrase	137
Activity by Search Keyword	141
Technical Dashboard	149
Page Views Trend	151
Hits Trend	153
Bandwidth: Kbytes Transferred Trend	155
Average Time to Serve Pages	157
Errors Dashboard	159
Client Errors	161
File Not Found Errors	163
Server Errors	165
Activity Dashboard	167

Table of Contents

Visits by Number of Pages Viewed	169
Visits by Day of the Week	171
Hits by Day of the Week	
Visits by Hour of the Day	
Hits by Hour of the Day	177
Visit Duration by Visits	179
Visit Duration by Page Views	181
Browsers and Platforms Dashboard	
Top Browsers	
Top Browsers by Version	
Top Spiders	
Top Platforms	197
Closeary	190

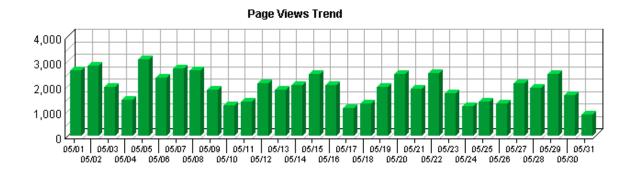
Overview Dashboard

This displays key graphs and tables that provide an overview of the entire report. Click on the title of a graph or table to navigate to the corresponding page.



Visit Summary

Visits	35,762
Average per Day	1,153
Average Visit Length	00:16:44
Median Visit Length	00:04:08
International Visits	6.29%
Visits of Unknown Origin	28.41%
Visits from Your Country: United States (US)	65.30%



Page View Summary

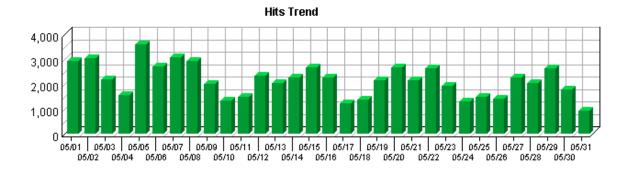
Page Views	60,423
Average per Day	1,949
Average Page Views per Visit	1.69

Overview Dashboard 1



Visitor Summary

Unique Visitors	19,086
Visitors Who Visited Once	15,384
Visitors Who Visited More Than Once	3,702
Average Visits per Visitor	1.87



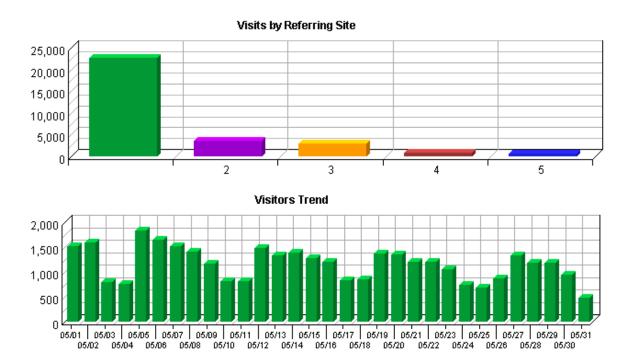
Hit Summary

Successful Hits for Entire Site	66,287
Average Hits per Day	2,138
Home Page Hits	8,793

2 Overview Dashboard

Marketing Dashboard

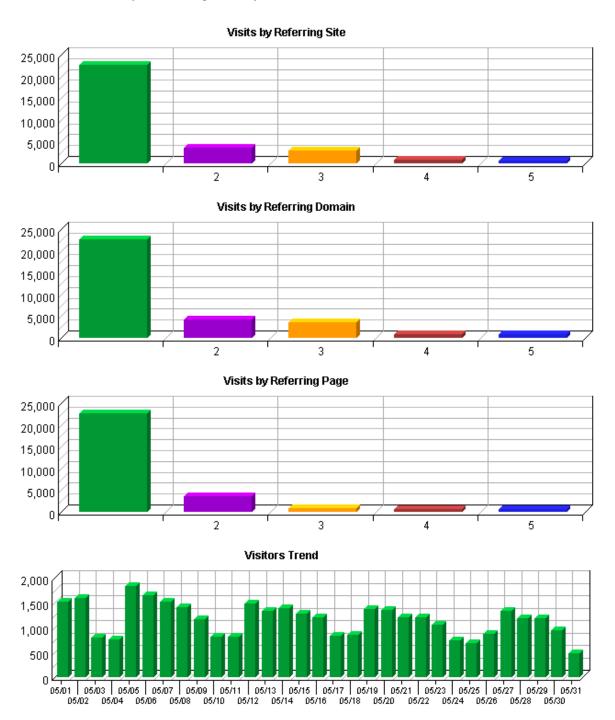
This dashboard summarizes important information related to online marketing activity.



Marketing Dashboard 3

Referrers Dashboard

The table includes statistics on the total activity for this server during the reporting period. All dates and times refer to the location of the system running the analysis.

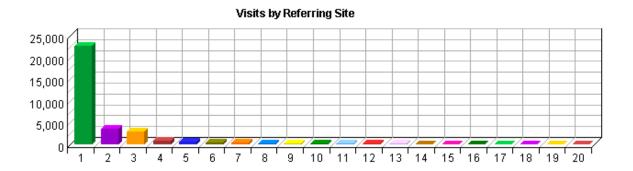


Referrers Dashboard 5

6 Referrers Dashboard

Activity by Referring Site

This report identifies the domain names and IP addresses that refer visitors to your site. This information will be displayed only if your server is logging this information.



Activity by Referring Site

	Site	Visits	%
1.	No Referrer	22,608	63.22%
2.	http://www.google.com/	3,698	10.34%
3.	http://es.epa.gov/	3,047	8.52%
4.	http://www.sbir.gov/	919	2.57%
5.	http://www07.grants.gov/	647	1.81%
6.	http://images.google.com/	422	1.18%
7.	http://search.yahoo.com/	393	1.10%
8.	http://nlquery.epa.gov/	210	0.59%
9.	http://www.grants.gov/	183	0.51%
10.	http://www.google.co.in/	174	0.49%
11.	http://www.epa.gov/	158	0.44%
12.	http://www.google.co.uk/	125	0.35%
13.	http://www.google.ca/	118	0.33%
14.	http://www.google.com.au/	94	0.26%
15.	http://cfpub.epa.gov/	84	0.23%
16.	http://images.google.co.uk/	82	0.23%
17.	http://search.live.com/	63	0.18%
18.	http://www.ask.com/	60	0.17%
19.	http://images.google.co.in/	58	0.16%
20.	http://search.msn.com/	51	0.14%
	Subtotal	33,194	92.82%
	Other	2,568	7.18%
	Total	35,762	100.00%

Activity by Referring Site - Help Card

Referring Sites – A web site which refers a visitor to your site by linking to it.

Site – Specific referring site being analyzed.

Visits – Number of times the specified site referred visitors to your site.

% – Percentage of referrals that came from the specified site.

No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

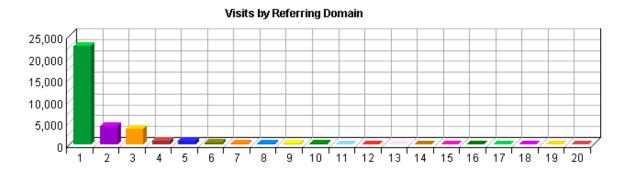
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

B

You can use this page to determine which sites are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

Activity by Referring Domain

This report identifies the top-level domains that refer visitors to your site. This information will be displayed only if your server is logging this information.



Activity by Referring Domain

	Domain	Visits	%
1.	No Referrer	22,608	63.22%
2.	google.com	4,146	11.59%
3.	epa.gov	3,554	9.94%
4.	sbir.gov	919	2.57%
5.	grants.gov	830	2.32%
6.	yahoo.com	518	1.45%
7.	google.co.in	233	0.65%
8.	google.co.uk	207	0.58%
9.	google.ca	159	0.44%
10.	google.com.au	128	0.36%
11.	live.com	104	0.29%
12.	zyn.com	80	0.22%
13.	ask.com	62	0.17%
14.	google.com.pk	56	0.16%
15.	aol.com	56	0.16%
16.	google.co.za	52	0.15%
17.	msn.com	52	0.15%
18.	sba.gov	50	0.14%
19.	cos.com	48	0.13%
20.	google.cn	48	0.13%
	Subtotal	33,910	94.82%
	Other	1,852	5.18%
	Total	35,762	100.00%

Activity by Referring Domain - Help Card

Referring Domain – A web site which refers a visitor to your site by linking to it.

Domain – Specific referring domain being analyzed.

Visits – Number of times the specified domain referred visitors to your site.

% – Percentage of referrals that came from the specified domain.

No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

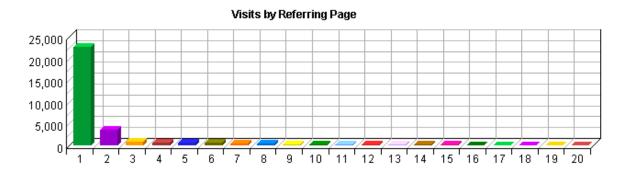
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

B

You can use this page to determine which domains are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

Activity by Referring Page

This report provides the pages from the sites with links to your site. This information will only be displayed if your server is logging the referrer information.



Activity by Referring Page

	Page	Visits	%
1.	No Referrer	22,608	63.22%
2.	http://www.google.com/search	3,625	10.14%
3.	http://www.sbir.gov/ solicitations/	826	2.31%
4.	http://es.epa.gov/ncer/sbir/	696	1.95%
5.	http://es.epa.gov/ncer/	659	1.84%
6.	http://es.epa.gov/ncer/fellow/	631	1.76%
7.	http://images.google.com/ imgres	422	1.18%
8.	http://www07.grants.gov/ search/search.do	335	0.94%
9.	http://search.yahoo.com/ search	255	0.71%
10.	http://nlquery.epa.gov/ epasearch/epasearch	210	0.59%
11.	http://www.google.co.in/ search	173	0.48%
12.	http://es.epa.gov/ncer/sbir/ current_solicitation.html	171	0.48%
13.	http://es.epa.gov/ncer/grants/	168	0.47%
14.	http://www.google.co.uk/ search	121	0.34%
15.	http://www.google.ca/search	117	0.33%
16.	http://www.sbir.gov/ solicitations/index.htm	93	0.26%
17.	http://www.google.com.au/ search	92	0.26%
18.	http://images.google.co.uk/ imgres	82	0.23%
19.	http://search.live.com/ results.aspx	62	0.17%
20.	http://www.ask.com/web	59	0.16%
	Subtotal	31,405	87.82%
	Other	4,357	12.18%
	Total	35,762	100.00%

Activity by Referring Page - Help Card

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visitors referred from the specified URL.

% – Percentage of referred visitors who came from the specified site.

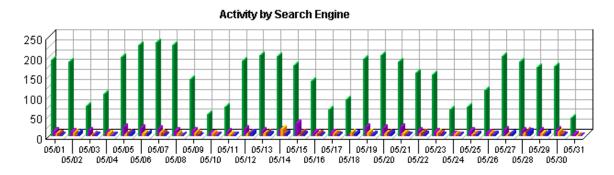
No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

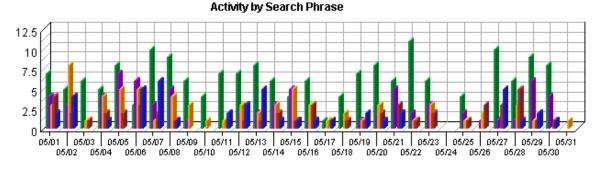
You can use this information to determine the sites that provide the most referrals to your site. This can help when considering the most effective ways to attract visitors.

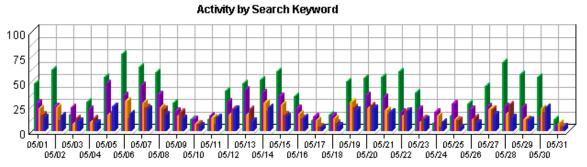
Search Engines Dashboard

This dashboard summarizes important information related to specific search engines.







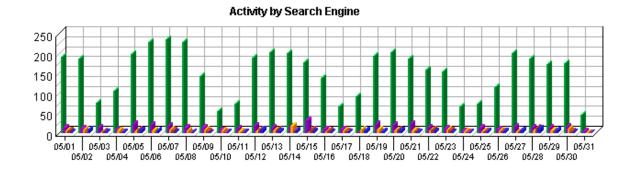


Activity by Search Engine

The first table identifies which search engines referred visitors to your site most often, the number of referrals, and its percentage of the total.

The second table identifies the most popular search phrases for each search engine.

The third table identifies the most popular keywords for each search engine.



Activity by Search Engine

	Engines	Referrals	%
1.	google	4,745	79.59%
2.	yahoo	449	7.53%
3.	google uk	211	3.54%
4.	google canada	168	2.82%
5.	google australia	138	2.31%
6.	msn	54	0.91%
7.	google germany	42	0.70%
8.	aol netfind	39	0.65%
9.	google italy	30	0.50%
10.	google france	27	0.45%
11.	yahoo spain	10	0.17%
12.	google japan	8	0.13%
13.	yahoo singapore	6	0.10%
14.	yahoo japan	5	0.08%
15.	altavista	4	0.07%
16.	yandex	4	0.07%
17.	netscape	3	0.05%
18.	google austria	3	0.05%
19.	yahoo taiwan	2	0.03%
20.	searchalot	2	0.03%
	Subtotal	5,950	99.80%
	Total	5,962	100.00%

Activity by Search Engines with Search Phrases Detail

Engines	Phrases	Referrals	%
1. google	forms	113	1.90%
	epa star	67	1.12%
	epa	66	1.11%
	epa grants	46	0.77%
	epa funding	42	0.70%
	health	29	0.49%
	change	28	0.47%
	epa star grants	28	0.47%
	environmental grants	27	0.45%
	research grants	25	0.42%
	climate change	23	0.39%
	citral pdf catalyst	21	0.35%
	epa gro	21	0.35%
	epa star 2008	20	0.34%
	broad agency announcement	17	0.29%
	arsenic health effects	17	0.29%
	environmental funding	15	0.25%
	epa research grants	15	0.25%
	epa star 2008 recipients	14	0.23%
	rfa	14	0.23%
2. yahoo	environmental valuation	7	0.12%
	epa star	6	0.10%
	sf 424a instructions	5	0.08%
	consequences of air pollution	5	0.08%
	epa rfp	4	0.07%
	epa funding	4	0.07%
	epa star fellowship	4	0.07%
	epa grants	3	0.05%
	used cars	2	0.03%
	us epa region 2008 grant rfp	2	0.03%
	epa gro fellowship 2008 recipient	2	0.03%
	how to apply individual grant from federal	2	0.03%
	sustainability research grants us	2	0.03%
	synthesis of nanoscale zero valent iron.pdf	2	0.03%
	federal research fellowships	2	0.03%
	innovative and integrative approaches for advancing public health protection through water infrastructure sustainability	2	0.03%

	epa and pollution payments	2	0.03%
	emissions and consequences	2	0.03%
	epa analyzing(memphis,tn)	2	0.03%
	epa lobbying form	2	0.03%
3. google uk	forms	40	0.67%
	climate change	6	0.10%
	change	6	0.10%
	health	5	0.08%
	interdisciplinary approach	4	0.07%
	environmental health	2	0.03%
	humans health	2	0.03%
	biomarkers	2	0.03%
	key points of public health	2	0.03%
	aquatic ecosystem	2	0.03%
	market mechanisms	2	0.03%
	long term effects decreased heart rate	1	0.02%
	toxicological risk assessment influence diagrams	1	0.02%
	department of health uk nsfs	1	0.02%
	undergraduate environment	1	0.02%
	effects of climate change	1	0.02%
	general model of climate change pollution	1	0.02%
	forms for contacts and addresses	1	0.02%
	interdisciplinary approach to environmental management	1	0.02%
	california 11 major roadways in 1994	1	0.02%
4. google	forms	16	0.27%
canada	health	3	0.05%
	change	3	0.05%
	context mechanism outcome configuration	2	0.03%
	nanotechnology and grant funding projects	2	0.03%
	environmental engineering fellowships 2008	2	0.03%
	epa ncer	2	0.03%
	biomarkers exposure	2	0.03%
	technological change in transport	2	0.03%
	climate change	2	0.03%
	health continuum	2	0.03%
	great lakes pollution data in next 20 years	2	0.03%
	proposals on endocrine disrupting compounds	1	0.02%
	list of names of students of oxford university 2008	1	0.02%
	epa pm measurement method 202	1	0.02%

	watershed classification	1	0.02%
	how technology influenced population growth	1	0.02%
	soil condition in coral reefs	1	0.02%
	human evironmental interaction consequences	1	0.02%
	how is technology influenced on pollution	1	0.02%
5. google	forms	9	0.15%
australia	current techniques available to produce biodiesel filetype:doc	7	0.12%
	health	4	0.07%
	change	4	0.07%
	define estuarine environment	3	0.05%
	estuarine environment	2	0.03%
	discuss in detail research plan for concept testing	2	0.03%
	market mechanisms	2	0.03%
	climate change effects wetlands	2	0.03%
	environmental health	2	0.03%
	interdisciplinary approach	2	0.03%
	research grant and children	1	0.02%
	global change land use	1	0.02%
	us epa respiratory-tract diseases decreased lung function particulates	1	0.02%
	concomitant exposure multiples	1	0.02%
	technological changes over time and into the future	1	0.02%
	future environmental concerns	1	0.02%
	temporal	1	0.02%
	economic incentives for environmental management	1	0.02%
	land changes	1	0.02%
6. msn	greater life fellowship	2	0.03%
	tracing additives for fuel system leak sulphur hexafloride	2	0.03%
	what are the key reasons for most small-business failures in malaysia?	2	0.03%
	proposed laws that impacts the delivery of human services	1	0.02%
	plant incorporated protectants resistance management	1	0.02%
	asoka ranasinghe	1	0.02%
	understanding method 29 mercury results	1	0.02%
	environmental statistics	1	0.02%

	goals of treatment of pesticide toxicity to children	1	0.02%
	usepa instructions for sf-424	1	0.02%
	how could small firm utilize change management concept to meet growing technology demands	1	0.02%
	epa	1	0.02%
	epa 5700–49	1	0.02%
	small business innovative research diesel	1	0.02%
	design development delivery valuation policies	1	0.02%
	discuss the relevance of environmental analysis in project selection	1	0.02%
	statistical sampling for qc purposes for elisa	1	0.02%
	describe where you see an overlap in function or programs between national, state, and local governmental health agency website	1	0.02%
	sbir letter of transmittal	1	0.02%
	temporal transit accessibility north america	1	0.02%
7. google	ecosystem service climate change	2	0.03%
germany	forms	2	0.03%
	chances and risks fiscal year	2	0.03%
	gro	1	0.02%
	statistics environment	1	0.02%
	climate change business	1	0.02%
	material sciences technology transfer results success	1	0.02%
	application nanotechnology	1	0.02%
	citation timekeeper award	1	0.02%
	usepa	1	0.02%
	uv fullspectrum uv lamp xenopus	1	0.02%
	zebrafisch systembiologie	1	0.02%
	global star agency	1	0.02%
	epa genetically engineered crops	1	0.02%
	intensity of exposure statistics	1	0.02%
	boumans, roelof m. j. contact	1	0.02%
	sex hormones originating from different lifestock production systems 2007 lange	1	0.02%
	epa sample submission download	1	0.02%
	environmental protection agency epa 2006	1	0.02%
	biomarker effect	1	0.02%
8. aol netfind	epa	2	0.03%
	contacts forms	1	0.02%

	key contacts form	1	0.02%
	greater research opportunites program, epa	1	0.02%
	change in ecosystem	1	0.02%
	service disabled veteran owned small business and 2008 and proposals	1	0.02%
	funding	1	0.02%
	possible outcomes for ge foods	1	0.02%
	possible outcomes of ge foods	1	0.02%
	related:www.epa.gov/climatechange/	1	0.02%
	united states protection agengy	1	0.02%
	air travel spatially	1	0.02%
	budget for bioremediation	1	0.02%
	where can found the naics code for bio fuels small women own native america	1	0.02%
	epa forms	1	0.02%
	epa or doe small business set-aside grants	1	0.02%
	enviromental protection agency commerical truck grants	1	0.02%
	cultural practice that unusual	1	0.02%
	pictures of aquatic ecosystems	1	0.02%
	grants for environmental impact based small businesses	1	1 0.02% 2 0.03% 2 0.03%
9. google italy	climate change cost of adaptation	2	0.03%
	ncer fao	2	0.03%
	valuation grant application	1	0.02%
	epa registration regulatory consultant list	1	0.02%
	model uncertainty in decision support call center	1	0.02%
	epa manual statistical methods	1	0.02%
	list harmful algal bloom	1	0.02%
	methods particulate matter	1	0.02%
	land use modeling climate change	1	0.02%
	biomarkers of effect	1	0.02%
	assessment of the allergenic potential of genetically	1	0.02%
	inductively coupled plasm (epa)	1	0.02%
	grants research 2008 italia us	1	0.02%
	in situ remediation epa	1	0.02%
	us epa toward integrated environmental decision-making	1	0.02%
	innovative nature of the project health	1	0.02%
	epa funding	1	0.02%
	forms	1	0.02%

			animal welfare, production, transformation, transport and. distribution	1	0.02%
			post doc position natural environment communication	1	0.02%
	10. france	google	describe the cause and consequences of global climate change	2	0.03%
			hypospadias edc exposure	1	0.02%
			mercury cycle transformation	1	0.02%
			epa soil pollution	1	0.02%
			star fellows	1	0.02%
			bloom oceanography	1	0.02%
			$d\tilde{A}@f\tilde{A}@rent$ type of aquatic ecosystem	1	0.02%
			johnson et al. 2001b; malformations terminology	1	0.02%
			baa research grant program	1	0.02%
			air pollution the consequences	1	0.02%
			biological marker and targetting population in evaluation	1	0.02%
			encystment of phytoplankton	1	0.02%
			consequences of activities on environment	1	0.02%
			nanotechnologies	1	0.02%
			green environment techno kampuchea	1	0.02%
			standard epa classification	1	0.02%
			environmental activity animal	1	0.02%
			world atlas of corals reefs spalding	1	0.02%
			methods for costing of environmental programmes	1	0.02%
			mrna ecosystems	1	0.02%
	11.	yahoo spain	biomarkers	2	0.03%
			coral reef and climate change	1	0.02%
			epa method treatement water with pesticide from drinking water	1	0.02%
			welfare applications	1	0.02%
			find individual email addresses in micronesia	1	0.02%
			alternative equilibria hypothesis shallow lakes	1	0.02%
			effects of climate change	1	0.02%
			epa method ozone application pesticides drinking water	1	0.02%
			climate change on ecosystem	1	0.02%
		google	stoker edstac endocrine disrupting	1	0.02%
	japan		national center for computational toxicology	1	0.02%
			environment risk research fellowship	1	0.02%

		endocrine disruptor hazard identification	1	0.02%
		epa, johnson, rfa	1	0.02%
		public health us research fellowship 2009	1	0.02%
		mission analysis	1	0.02%
		epa/190-r-97-002	1	0.02%
13. yaho	00	technological awards	1	0.02%
singapore		give the names of 16 child diseases	1	0.02%
		outcome indicators of acceptance	1	0.02%
		what are the consequences of air pollution on environment?	1	0.02%
		malformations frogs proposal report	1	0.02%
		applications of star topology	1	0.02%
14. yaho	oo japan	epa endocrin	1	0.02%
		nmfrc reference chromium analysis	1	0.02%
		endocrine disrupters explanation whitehouse and exogenous	1	0.02%
		nmfrc epa chromium analytical methods	1	0.02%
		epa bottle technique	1	0.02%
15. altav	/ista	corporate environmental behaviour	1	0.02%
		tows implementation	1	0.02%
		ansi biobased cleaner	1	0.02%
		statistical design	1	0.02%
16. yand	lex	environmental projects funding opportunities	2	0.03%
		fluer of innovation	1	0.02%
		http://awards.the-light.ru/texts/view/70	1	0.02%
17. netse	cape	epa	2	0.03%
		benefits transfer	1	0.02%
18. goog	gle	research funding	1	0.02%
austria		nanotechnology environment	1	0.02%
		transformation of scientific knowledge	1	0.02%
19. yaho	00	particulate source	1	0.02%
taiwan		physiologically based pharmacokinetic modeling	1	0.02%
20. searc	chalot	types cf biomarkers with references	1	0.02%
		what is biomarkers with references	1	0.02%

Activity by Search Engines with Keywords Detail

Engines	Keywords	Referrals	%
1. google	epa	1,119	18.77%
	of	638	10.70%
	environmental	425	7.13%

	research	388	6.51%
	2008	329	5.52%
	for	323	5.42%
	grants	317	5.32%
	the	305	5.12%
	star	304	5.10%
	in	289	4.85%
	change	287	4.81%
	health	278	4.66%
	funding	266	4.46%
	climate	231	3.87%
	grant	229	3.84%
	water	210	3.52%
	on	174	2.92%
	air	161	2.70%
	forms	150	2.52%
	quality	149	2.50%
2. yahoo	epa	103	1.73%
	environmental	65	1.09%
	of	56	0.94%
	research	53	0.89%
	for	49	0.82%
	the	37	0.62%
	in	34	0.57%
	on	26	0.44%
	grant	26	0.44%
	pollution	23	0.39%
	star	21	0.35%
	2008	20	0.34%
	air	19	0.32%
	funding	18	0.30%
	phase	17	0.29%
	health	16	0.27%
	grants	15	0.25%
	fellowship	15	0.25%
	water	14	0.23%
	sustainability	11	0.18%
3. google uk	forms	42	0.70%
	of	28	0.47%
	change	26	0.44%
	health	24	0.40%
	environmental	19	0.32%

	for	19	0.32%
	the	18	0.30%
	climate	17	0.29%
	in	16	0.27%
	research	12	0.20%
	on	11	0.18%
	to	10	0.17%
	human	8	0.13%
	approach	7	0.12%
	market	7	0.12%
	environment	7	0.12%
	effects	6	0.10%
	interdisciplinary	6	0.10%
	mechanisms	6	0.10%
	public	5	0.08%
4. google canada	of	27	0.45%
	health	20	0.34%
	epa	18	0.30%
	in	16	0.27%
	for	16	0.27%
	forms	16	0.27%
	research	12	0.20%
	change	11	0.18%
	us	8	0.13%
	pollution	7	0.12%
	environmental	7	0.12%
	the	7	0.12%
	risk	6	0.10%
	2008	6	0.10%
	how	6	0.10%
	food	5	0.08%
	biomarkers	5	0.08%
	human	5	0.08%
	on	5	0.08%
	air	5	0.08%
5. google australia	of	23	0.39%
	change	20	0.34%
	health	17	0.29%
	environmental	16	0.27%
	for	14	0.23%
	climate	13	0.22%
	in	11	0.18%

	to	11	0.18%
	research	11	0.18%
	ecosystem	10	0.17%
	the	10	0.17%
	forms	9	0.15%
	environment	8	0.13%
	effects	8	0.13%
	biodiesel	7	0.12%
	available	7	0.12%
	filetype:doc	7	0.12%
	current	7	0.12%
	techniques	7	0.12%
	produce	7	0.12%
6. msn	of	10	0.17%
	for	10	0.17%
	the	9	0.15%
	in	8	0.13%
	environmental	7	0.12%
	epa	6	0.10%
	to	5	0.08%
	what	4	0.07%
	malaysia?	3	0.05%
	system	3	0.05%
	small	3	0.05%
	programs	3	0.05%
	application	3	0.05%
	project	3	0.05%
	are	3	0.05%
	treatment	3	0.05%
	fellowship	2	0.03%
	most	2	0.03%
	human	2	0.03%
	impacts	2	0.03%
7. google germany	of	4	0.07%
	epa	3	0.05%
	for	3	0.05%
	climate	3	0.05%
	effect	3	0.05%
	change	3	0.05%
	technology	3	0.05%
	environmental	3	0.05%
	agency	3	0.05%

		ecosystem	3	0.05%
		forms	2	0.03%
		biomarker	2	0.03%
		service	2	0.03%
		chances	2	0.03%
		uv	2	0.03%
		research	2	0.03%
		protection	2	0.03%
		risks	2	0.03%
		material	2	0.03%
		fiscal	2	0.03%
	8. aol netfind	grants	6	0.10%
		for	6	0.10%
		epa	5	0.08%
		small	4	0.07%
		to	3	0.05%
		of	3	0.05%
		research	3	0.05%
		environmental	3	0.05%
		protection	3	0.05%
		2008	3	0.05%
		agency	2	0.03%
		is	2	0.03%
		business	2	0.03%
		ge	2	0.03%
		ecosystems	2	0.03%
		outcomes	2	0.03%
		academic	2	0.03%
		cultural	2	0.03%
		change	2	0.03%
		foods	2	0.03%
	9. google italy	of	9	0.15%
		epa	5	0.08%
		climate	3	0.05%
		change	3	0.05%
		the	3	0.05%
		fao	2	0.03%
		us	2	0.03%
		protection	2	0.03%
		human	2	0.03%
		ncer	2	0.03%
		environmental	2	0.03%

	in	2	0.03%
	adaptation	2	0.03%
	methods	2	0.03%
	list	2	0.03%
	cost	2	0.03%
	environment	2	0.03%
	matter	2	0.03%
	toward	1	0.02%
	effcts	1	0.02%
10. google france	of	8	0.13%
	consequences	6	0.10%
	the	4	0.07%
	pollution	3	0.05%
	air	2	0.03%
	cause	2	0.03%
	climate	2	0.03%
	global	2	0.03%
	research	2	0.03%
	epa	2	0.03%
	describe	2	0.03%
	environment	2	0.03%
	ecosystem	2	0.03%
	change	2	0.03%
	environmental	2	0.03%
	al.	1	0.02%
	coral	1	0.02%
	hypospadias	1	0.02%
	methods	1	0.02%
	for	1	0.02%
11. yahoo spain	change	3	0.05%
7 1	water	3	0.05%
	climate	3	0.05%
	drinking	2	0.03%
	epa	2	0.03%
	biomarkers	2	0.03%
	method	2	0.03%
	reef	1	0.02%
	hypothesis	1	0.02%
	pesticide	1	0.02%
	applications	1	0.02%
	on	1	0.02%
	find	1	0.02%
			- /-

		micronesia	1	0.02%
		ozone	1	0.02%
		effects	1	0.02%
		shallow	1	0.02%
		in	1	0.02%
		addresses	1	0.02%
		pesticides	1	0.02%
	12. google japan	endocrine	2	0.03%
		fellowship	1 0.02% 1 0.02%	
		national		
		epa,	1	0.02%
		us research	1	0.02%
		computational	1	0.02%
		health	1	0.02%
		public	1	0.02%
		toxicology	1	0.02%
		edstac	1	0.02%
		center	1	0.02%
		2009	1	0.02%
		analysis	1	0.02%
		stoker	1	0.02%
		risk	1	0.02%
		environment	1	0.02%
		for		0.02%
		johnson,	1	0.02%
		disrupting	1	0.02%
		disruptor	1	0.02%
	13. yahoo singapore	of	4	0.07%
		the	2	0.03%
		proposal	1	0.02%
		names	1	0.02%
		child	1	0.02%
		technological	1	0.02%
		acceptance	1	0.02%
		indicators	1	0.02%
		give	1	0.02%
		frogs	1	0.02%
		topology	1	0.02%
		star	1	0.02%
		diseases	1	0.02%
		report	1	0.02%
		what	1	0.02%

	are	1	0.02%
	consequences	1	0.02%
	malformations	1	0.02%
	air	1	0.02%
	pollution	1	0.02%
14. yahoo japan	epa	3	0.05%
	chromium	2	0.03%
	nmfrc	2	0.03%
	analysis	1	0.02%
	technique	1	0.02%
	methods	1	0.02%
	endocrin	1	0.02%
	endocrine	1	0.02%
	disrupters	1	0.02%
	explanation	1	0.02%
	exogenous	1	0.02%
	whitehouse	1	0.02%
	analytical	1	0.02%
	reference	1	0.02%
	bottle	1	0.02%
15. altavista	behaviour	1	0.02%
	corporate	1	0.02%
	biobased	1	0.02%
	cleaner	1	0.02%
	tows	1	0.02%
	ansi	1	0.02%
	implementation	1	0.02%
	environmental	1	0.02%
	design	1	0.02%
	statistical	1	0.02%
16. yandex	opportunities	2	0.03%
	environmental	2	0.03%
	projects	2	0.03%
	funding	2	0.03%
	innovation	1	0.02%
	of	1	0.02%
	fluer	1	0.02%
	http://awards.the-light.ru/texts/view/70	1	0.02%
17. netscape	epa	2	0.03%
	transfer	1	0.02%
	benefits	1	0.02%
18. google austria	funding	1	0.02%

	scientific	1	0.02%
	environment	1	0.02%
	nanotechnology	1	0.02%
	knowledge	1	0.02%
	research	1	0.02%
	of	1	0.02%
	transformation	1	0.02%
19. yahoo taiwan	based	1	0.02%
	modeling	1	0.02%
	source	1	0.02%
	pharmacokinetic	1	0.02%
	particulate	1	0.02%
	physiologically	1	0.02%
20. searchalot	biomarkers	2	0.03%
	references	2	0.03%
	with	2	0.03%
	cf	1	0.02%
	is	1	0.02%
	types	1	0.02%
	what	1	0.02%

Activity by Search Engine – Help Card

? Top Search Engines Table

Engines – Specific search engine being analyzed.

Referrers – Number of visitors referred to your site from the specified search engine.

% – Percentage of visitors referred from search engines who were referred by the search engine specified.

Top Search Engines with Search Phrases Detail Table

Engines – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Phrases – The search phrases being analyzed in conjunction with the search engine in the adjacent column. A search phrase is the entire search string entered by a visitor, which can include one or more individual keywords.

Referrers – Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and phrase.

Top Search Engines with Keywords Detail Table

Engines – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Keywords – The search keywords being analyzed in conjunction with the search engine in the adjacent column.

Referrals – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and keyword.



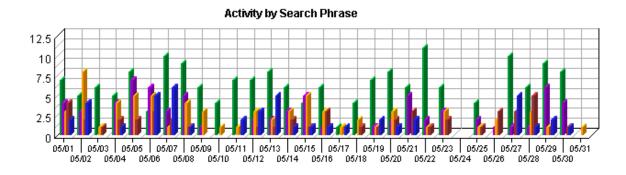
This information can give you an idea how your meta tags are performing with each search engine.

Activity by Search Phrase

The threshold set for this section in the wtm_wtx.ini file was reached. Results shown in tables and graphs do not reflect the entire contents of the log file(s).

The first table identifies search phrases that led the most visitors to your site, regardless of the search engine they used.

The second table identifies, for each phrase, which search engines led visitors to the site.



Activity by Search Phrase

	Phrases	Referrals	%
1.	forms	181	3.04%
2.	epa star	74	1.24%
3.	epa	71	1.19%
4.	epa grants	49	0.82%
5.	epa funding	47	0.79%
6.	change	41	0.69%
7.	health	41	0.69%
8.	climate change	34	0.57%
9.	environmental grants	28	0.47%
10.	epa star grants	28	0.47%
11.	research grants	27	0.45%
12.	epa gro	21	0.35%
13.	epa star 2008	20	0.34%
14.	arsenic health effects	18	0.30%
15.	broad agency announcement	17	0.29%
16.	epa star fellowship	16	0.27%
17.	environmental funding	16	0.27%
18.	epa research grants	15	0.25%
19.	epa ncer	14	0.23%
20.	rfa	14	0.23%
	Subtotal	772	12.95%
	Total	5,960	100.00%

Activity by Search Phrase with Engines Detail

Phrases	Engines	Referrals	%
1. forms	google	113	1.90%
	google uk	40	0.67%
	google canada	16	0.27%
	google australia	9	0.15%
	google germany	2	0.03%
	google italy	1	0.02%
2. epa star	google	67	1.12%
	yahoo	6	0.10%
	google canada	1	0.02%
3. epa	google	66	1.11%
	aol netfind	2	0.03%
	netscape	2	0.03%
	msn	1	0.02%
4. epa grants	google	46	0.77%
	yahoo	3	0.05%
5. epa funding	google	42	0.70%
	yahoo	4	0.07%
	google italy	1	0.02%
6. change	google	28	0.47%
	google uk	6	0.10%
	google australia	4	0.07%
	google canada	3	0.05%
7. health	google	29	0.49%
	google uk	5	0.08%
	google australia	4	0.07%
	google canada	3	0.05%
8. climate change	google	23	0.39%
	google uk	6	0.10%
	google canada	2	0.03%
	aol netfind	1	0.02%
	yahoo	1	0.02%
	google australia	1	0.02%
9. environmental grants	google	27	0.45%
-	yahoo	1	0.02%
10. epa star grants	google	28	0.47%
11. research grants	google	25	0.42%
-	google uk	1	0.02%
	aol netfind	1	0.02%

12. epa gro google 21 0.35% 13. epa star 2008 google 20 0.34% 14. arsenic health effects google 17 0.29% 15. broad agency announcement google canada 1 0.02% 16. epa star fellowship google 12 0.20% 17. environmental funding google 15 0.25% 17. environmental funding google uk 1 0.02% 18. epa research grants google 15 0.25% 19. epa ncer google canada 2 0.03% 19. epa ncer google canada 2 0.03% yahoo 1 0.02% 20. rfa google 14 0.23%
14. arsenic health effects google google canada 17 0.29% 15. broad agency announcement google canada 1 0.02% 16. epa star fellowship google yahoo 12 0.20% 17. environmental funding google google uk 15 0.25% 18. epa research grants google google google 15 0.25% 19. epa ncer google canada google canada yahoo 1 0.18% 19. epa ncer google canada yahoo 1 0.02%
google canada 1 0.02%
15. broad agency announcement google 17 0.29% 16. epa star fellowship google 12 0.20% yahoo 4 0.07% 17. environmental funding google google uk 1 0.02% 18. epa research grants google 15 0.25% 19. epa ncer google 2 0.03% yahoo 1 0.02%
16. epa star fellowship google 12 0.20% yahoo 4 0.07% 17. environmental funding google 15 0.25% google uk 1 0.02% 18. epa research grants google 15 0.25% 19. epa ncer google 11 0.18% google canada 2 0.03% yahoo 1 0.02%
yahoo 4 0.07% 17. environmental funding google google uk 1 0.02% 18. epa research grants google 15 0.25% 19. epa ncer google 11 0.18%
17. environmental funding google 15 0.25% google uk 1 0.02% 18. epa research grants google 15 0.25% 19. epa ncer google 11 0.18% google canada 2 0.03% yahoo 1 0.02%
google uk 1 0.02% 18. epa research grants google 15 0.25% 19. epa ncer google 11 0.18%
18. epa research grants google 15 0.25% 19. epa ncer google 11 0.18% google canada 2 0.03% yahoo 1 0.02%
19. epa ncer google 11 0.18% google canada 2 0.03% yahoo 1 0.02%
google canada 2 0.03% yahoo 1 0.02%
yahoo 1 0.02%
·
20. rfa google 14 0.23%

Activity by Search Phrase – Help Card

? Top Search Phrases Table

Phrases – The specific search phrases being analyzed. A search phrase is the entire search string entered by a visitor. It can include one or more keywords.

Referrals – Number of visitors referred to your site who used the specified search phrase, regardless of the search engine they used.

% – Percentage of referred visitors who used the specified search phrase.

Top Search Phrases with Engines Detail Table

Engines – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Phrase – The search phrase a visitor used to find your site.

Referrals– Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and phrase.

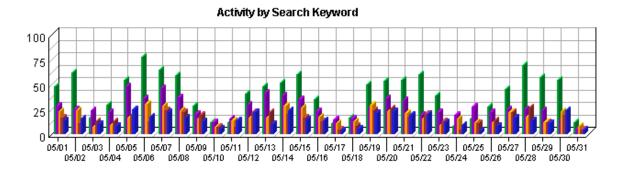
O

How are people getting to your site? Use these tables to find out if your visitors are using the search phrases you expect. Do you need to use different keywords in page titles to make it easier for people to find your site with search engines?

Activity by Search Keyword

The first table identifies keywords that led the most visitors to the site (regardless of the search engine).

The second table identifies, for each keyword, which search engines led visitors to the site.



Activity by Search Keyword

1. epa 1,279 2. of 817 3. environmental 555 4. research 488 5. for 445 6. the 397 7. in 379	5.09% 3.25% 2.21% 1.94%
3. environmental 555 4. research 488 5. for 445 6. the 397	2.21%
4. research 488 5. for 445 6. the 397	
5. for 445 6. the 397	1.94%
6. the 397	
	1.77%
7. in 379	1.58%
	1.51%
8. 2008 365	1.45%
9. change 364	1.45%
10. health 360	1.43%
11. grants 345	1.37%
12. star 331	1.32%
13. funding 305	1.21%
14. climate 284	1.13%
15. grant 266	1.06%
16. water 238	0.95%
17. on 227	0.90%
18. forms 227	0.90%
19. air 197	0.78%
20. to 191	0.76%
Subtotal 8,060	32.09%
Total 25,116	100.00%

Activity by Search Keyword with Engines Detail

Keywords	Engines	Referrals	%
1. epa	google	1,119	4.46%
	yahoo	103	0.41%
	google canada	18	0.07%
	msn	6	0.02%
	google australia	5	0.02%
	aol netfind	5	0.02%
	google uk	5	0.02%
	google italy	5	0.02%
	google germany	3	0.01%
	yahoo japan	3	0.01%
	google france	2	0.01%
	yahoo spain	2	0.01%
	netscape	2	0.01%
	yahoo france	1	0.00%
2. of	google	638	2.54%
	yahoo	56	0.22%
	google uk	28	0.11%
	google canada	27	0.11%
	google australia	23	0.09%
	msn	10	0.04%
	google italy	9	0.04%
	google france	8	0.03%
	google germany	4	0.02%
	yahoo singapore	4	0.02%
	aol netfind	3	0.01%
	cnet search.com	2	0.01%
	yahoo india	1	0.00%
	google austria	1	0.00%
	yandex	1	0.00%
	yahoo spain	1	0.00%
	mamma	1	0.00%
3. environmental	google	425	1.69%
	yahoo	65	0.26%
	google uk	19	0.08%
	google australia	16	0.06%
	msn	7	0.03%
	google canada	7	0.03%
	aol netfind	3	0.01%
	google germany	3	0.01%

	google italy	2	0.01%
	google france	2	0.01%
	yandex	2	0.01%
	yahoo india	2	0.01%
	altavista	1	0.00%
	yahoo uk &ireland	1	0.00%
4. research	google	388	1.54%
	yahoo	53	0.21%
	google canada	12	0.05%
	google uk	12	0.05%
	google australia	11	0.04%
	aol netfind	3	0.01%
	google germany	2	0.01%
	google france	2	0.01%
	msn	2	0.01%
	google austria	1	0.00%
	google japan	1	0.00%
	google italy	1	0.00%
5. for	google	323	1.29%
	yahoo	49	0.20%
	google uk	19	0.08%
	google canada	16	0.06%
	google australia	14	0.06%
	msn	10	0.04%
	aol netfind	6	0.02%
	google germany	3	0.01%
	google france	1	0.00%
	mamma	1	0.00%
	yahoo india	1	0.00%
	google japan	1	0.00%
	cnet search.com	1	0.00%
6. the	google	305	1.21%
	yahoo	37	0.15%
	google uk	18	0.07%
	google australia	10	0.04%
	msn	9	0.04%
	google canada	7	0.03%
	google france	4	0.02%
	google italy	3	0.01%
	yahoo singapore	2	0.01%
	google germany	1	0.01%
	aol netfind	1	0.00%
	aoi neuma	1	0.00%

	7. in	google	289	1.15%
		yahoo	34	0.14%
		google canada	16	0.06%
		google uk	16	0.06%
		google australia	11	0.04%
		msn	8	0.03%
		google italy	2	0.01%
		yahoo spain	1	0.00%
		google france	1	0.00%
		aol netfind	1	0.00%
	8. 2008	google	329	1.31%
		yahoo	20	0.08%
		google canada	6	0.02%
		google uk	5	0.02%
		aol netfind	3	0.01%
		google australia	1	0.00%
		google italy	1	0.00%
	9. change	google	287	1.14%
		google uk	26	0.10%
		google australia	20	0.08%
		google canada	11	0.04%
		yahoo	6	0.02%
		yahoo spain	3	0.01%
		google italy	3	0.01%
		google germany	3	0.01%
		aol netfind	2	0.01%
		google france	2	0.01%
		msn	1	0.00%
	10. health	google	278	1.11%
		google uk	24	0.10%
		google canada	20	0.08%
		google australia	17	0.07%
		yahoo	16	0.06%
		msn	2	0.01%
		google italy	1	0.00%
		google japan	1	0.00%
		google germany	1	0.00%
	11. grants	google	317	1.26%
		yahoo	15	0.06%
		aol netfind	6	0.02%
		google uk	3	0.01%
		google canada	2	0.01%

	google germany	1	0.00%
	google italy	1	0.00%
12. star	google	304	1.21%
	yahoo	21	0.08%
	google uk	2	0.01%
	google germany	1	0.00%
	google france	1	0.00%
	google canada	1	0.00%
	yahoo singapore	1	0.00%
13. funding	google	266	1.06%
•	yahoo	18	0.07%
	google canada	5	0.02%
	google uk	5	0.02%
	google australia	3	0.01%
	yandex	2	0.01%
	msn	2	0.01%
	google france	1	0.00%
	aol netfind	1	0.00%
	google austria	1	0.00%
	google italy	1	0.00%
14. climate	google	231	0.92%
	google uk	17	0.07%
	google australia	13	0.05%
	yahoo	7	0.03%
	google canada	4	0.02%
	google italy	3	0.01%
	google germany	3	0.01%
	yahoo spain	3	0.01%
	google france	2	0.01%
	aol netfind	1	0.00%
15. grant	google	229	0.91%
	yahoo	26	0.10%
	google canada	4	0.02%
	google uk	2	0.01%
	google australia	2	0.01%
	google france	1	0.00%
	google italy	1	0.00%
	msn	1	0.00%
16. water	google	210	0.84%
	yahoo	14	0.06%
	google canada	4	0.02%
	yahoo spain	3	0.01%

	google uk	2	0.01%
	msn	2	0.01%
	google australia	1	0.00%
	google france	1	0.00%
	mamma	1	0.00%
17. on	google	174	0.69%
	yahoo	26	0.10%
	google uk	11	0.04%
	google canada	5	0.02%
	google australia	4	0.02%
	google italy	1	0.00%
	google france	1	0.00%
	yahoo spain	1	0.00%
	yahoo singapore	1	0.00%
	yahoo india	1	0.00%
	aol netfind	1	0.00%
	google germany	1	0.00%
18. forms	google	150	0.60%
	google uk	42	0.17%
	google canada	16	0.06%
	google australia	9	0.04%
	yahoo	5	0.02%
	aol netfind	2	0.01%
	google germany	2	0.01%
	google italy	1	0.00%
19. air	google	161	0.64%
	yahoo	19	0.08%
	google australia	6	0.02%
	google canada	5	0.02%
	google france	2	0.01%
	google uk	2	0.01%
	yahoo singapore	1	0.00%
	aol netfind	1	0.00%
20. to	google	147	0.59%
	yahoo	11	0.04%
	google australia	11	0.04%
	google uk	10	0.04%
	msn	5	0.02%
	google canada	3	0.01%
	aol netfind	3	0.01%
	yahoo india	1	0.00%

Activity by Search Keyword - Help Card

? Top Search Keywords Table

Keywords – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

Referrers – Number of visitors referred to your site with the specified keywords.

% – Percentage of visitors referred from search engines who used the specified search engine and keyword.

Top Search Keywords Table with Engines Detail Table

Engines – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Keywords – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

Referrals – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

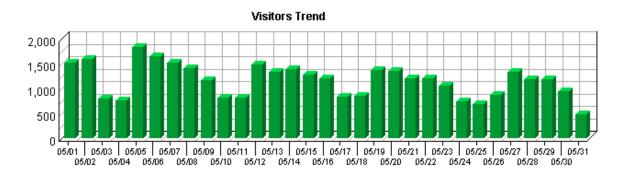
% Percentage of visitors referred from search engines who used the specified search engine and keyword.

S

At the most basic level, this section tells you which search engines are being used most frequently to find your site. You also may find that some search engines are referring visitors to your site with the keywords you expect and that other search engines are not.

Visitors Dashboard

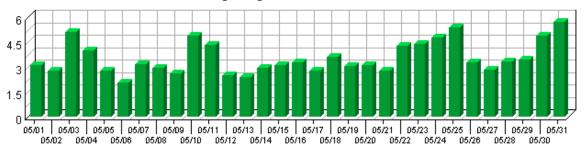
This displays key graphs and tables that provide an overview of the Visitors chapter. Click on the title of a graph or table to navigate to the corresponding page.



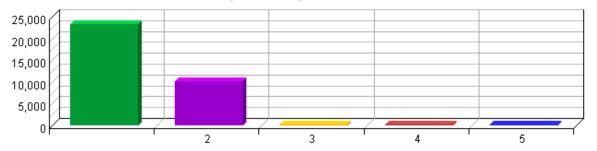
Visit Summary

Visits	35,762
Average per Day	1,153
Average Visit Length	00:16:44
Median Visit Length	00:04:08
International Visits	6.29%
Visits of Unknown Origin	28.41%
Visits from Your Country: United States (US)	65.30%

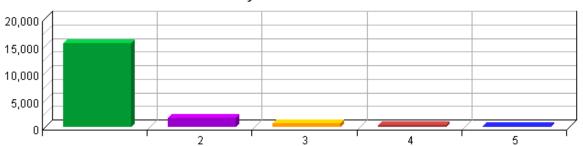
Average Length of Visit Trend



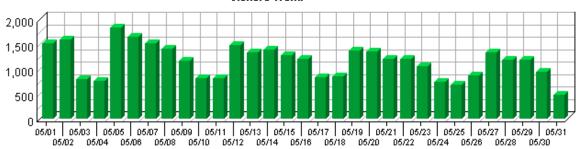
Top Countries by Visits







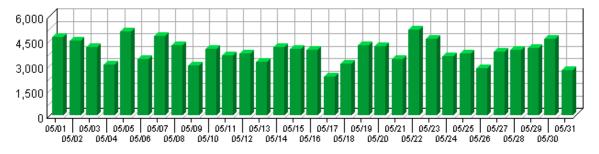
Visitors Trend



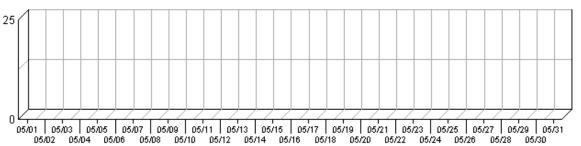
Visitor Summary

Unique Visitors	19,086
Visitors Who Visited Once	15,384
Visitors Who Visited More Than Once	3,702
Average Visits per Visitor	1.87

Visitor Minutes Trend

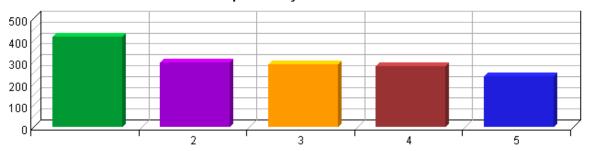


First Time Visitors Trend



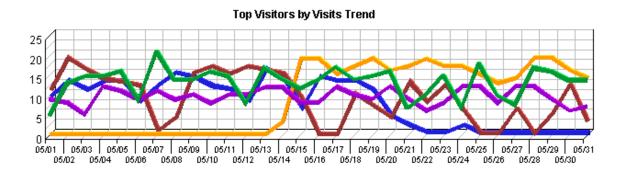


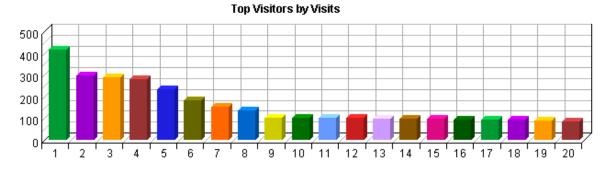
Top Visitors by Visits



Top Visitors

This report identifies the IP address, domain name, or cookie of each visitor, and identifies the visitor's relative activity level on the site. If you use cookies to track visits, Reporting Center can differentiate between hits from different visitors with the same IP address.





Top Visitors

	Visitor	Visits	%	Hits
1.	66.231.188.52_Gigabot/3.0 (http://www.gigablast.com/spider. html)	416	1.16%	1,375
2.	ip-78-137-163-133.dedi. digiweb.ie_Mozilla/5.0 (X11; U; Linux i686; en-US; rv:1.9a1) Gecko/ 20070308 Minefield/3.0a1	296	0.83%	389
3.	llf320063.crawl.yahoo. net_Mozilla/5.0 (compatible; Yahoo! Slurp/3.0; http://help.yahoo. com/help/us/ysearch/slurp)	288	0.81%	874
4.	crawler4013.ask.com_Mozilla/5. 0 (compatible; Ask Jeeves/ Teoma; +http://about.ask.com/en/ docs/about/webmasters.shtml)	280	0.78%	1,248
5.	crawler.bloglines.com_Mozilla/ 5.0 (X11; U; Linux i686; en– US; rv:1.9a1) Gecko/20070308 Minefield/3.0a1	233	0.65%	369
6.	65.55.232.34_msnbot/1.1 (+	181	0.51%	384

http://search.msn.com/msnbot.htm) 7.					
Search_msn.com/msnbot/l.1 (+http://search_msn.com_msnbot/l.1 (+http://search_msn.com/msnbot/l.1 (+http://search_msn.com		http://search.msn.com/msnbot.htm)			
net_Mozilla/5.0 (compatible; Yahoo! Slurp/3.0; http://help.yahoo.com/help/us/ysearch/slurp)	7.	_	151	0.42%	284
10. 65.214.44.28 Mozilla/5.0 (X11; U; 102 0.29% 178	8.	net_Mozilla/5.0 (compatible; Yahoo! Slurp/3.0; http://help.yahoo.	136	0.38%	529
Linux i686; en—US; rv:1. 9a1 Gecko/20070308 Minefield/3. 0a1	9.	boh.cos.com_libwww-perl/5.800	103	0.29%	184
msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm) 101 0.28% 554 12. llf520105.crawl.yahoo. net_Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/ 	10.	Linux i686; en-US; rv:1. 9a1)	102	0.29%	178
net_Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/ help/us/ysearch/slurp) 13. msnbot-65-55-105-240.search. msn.com_msnbot/1.1 (+http:// search.msn.com/msnbot.htm) 97 0.27% 143 14. msnbot-65-55-105-239.search. msn.com_msnbot/1.1 (+http:// search.msn.com/msnbot.htm) 96 0.27% 156 15. msnbot-65-55-105-234.search. msn.com/msnbot/1.1 (+http:// search.msn.com/msnbot.htm) 96 0.27% 114 16. rg34.riverglassinc. com_Jakarta Commons-HttpClient/3.0.1 95 0.27% 201 17. msnbot-65-55-105-237.search. msn.com_msnbot/1.1 (+http:// search.msn.com/msnbot.htm) 94 0.26% 125 18. ip-65-111-84-36.airband. net_libwww-perl/5.800 93 0.26% 105 19. 66.232.113.194 89 0.25% 89 20. msnbot-65-55-105-241.search. msn.com_msnbot/1.1 (+http:// search.msn.com/msnbot.htm) 84 0.23% 136 Subtotal Other 3,133 8.76% 7,600 Other 32,635 91.24% 58,882	11.	msn.com_msnbot/1.1 (+http://	102	0.29%	163
msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm) 14. msnbot-65-55-105-239.search.msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm) 96 0.27% 156 15. msnbot-65-55-105-244.search.msn.com/msnbot.htm) 96 0.27% 114 16. rg34.riverglassinc.com_Jakarta Commons-HttpClient/3.0.1 95 0.27% 201 17. msnbot-65-55-105-237.search.msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm) 94 0.26% 125 18. ip-65-111-84-36.airband.net_libww-perl/5.800 93 0.26% 105 19. 66.232.113.194 89 0.25% 89 20. msnbot-65-55-105-241.search.msn.com/msnbot/1.1 (+http://search.msn.com/msnbot/1.1 (+http://search.msn.com/ms	12.	net_Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/	101	0.28%	554
msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm) 96 0.27% 114 15. msnbot-65-55-105-244.search.msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm) 96 0.27% 114 16. rg34.riverglassinc.com_Jakarta Commons-HttpClient/3.0.1 95 0.27% 201 17. msnbot-65-55-105-237.search.msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm) 94 0.26% 125 18. ip-65-111-84-36.airband.net_libwww-perl/5.800 93 0.26% 105 19. 66.232.113.194 89 0.25% 89 20. msnbot-65-55-105-241.search.msn.com_msnbot/1.1 (+http://search.msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm) 84 0.23% 136 Subtotal 3,133 8.76% 7,600 Other 32,635 91.24% 58,882	13.	msn.com_msnbot/1.1 (+http://	97	0.27%	143
msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm) 16. rg34.riverglassinc. com_Jakarta Commons-HttpClient/3.0.1 95 0.27% 201 17. msnbot-65-55-105-237.search.msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm) 94 0.26% 125 18. ip-65-111-84-36.airband.net_libwww-perl/5.800 93 0.26% 105 19. 66.232.113.194 89 0.25% 89 20. msnbot-65-55-105-241.search.msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm) 84 0.23% 136 Subtotal 3,133 8.76% 7,600 Other 32,635 91,24% 58,882	14.	msn.com_msnbot/1.1 (+http://	96	0.27%	156
Commons-HttpClient/3.0.1 17. msnbot-65-55-105-237.search. msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm) 18. ip-65-111-84-36.airband. net_libwww-perl/5.800 19. 66.232.113.194 20. msnbot-65-55-105-241.search. msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm) Subtotal Subtotal Other 31,133 8.76% 7,600 7,600 94 0.26% 125 89 0.26% 105 89 0.25% 89 0.25% 89 136	15.	msn.com_msnbot/1.1 (+http://	96	0.27%	114
msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm) 18. ip-65-111-84-36.airband. net_libwww-perl/5.800 93 0.26% 105 19. 66.232.113.194 89 0.25% 89 20. msnbot-65-55-105-241.search. msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm) 84 0.23% 136 Subtotal Other 3,133 8.76% 7,600 Other 32,635 91.24% 58,882	16.		95	0.27%	201
net_libwww-perl/5.800 19. 66.232.113.194 89 0.25% 89 20. msnbot-65-55-105-241.search. 84 0.23% 136 msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm) Subtotal 3,133 8.76% 7,600 Other 32,635 91.24% 58,882	17.	msn.com_msnbot/1.1 (+http://	94	0.26%	125
20. msnbot-65-55-105-241.search. msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm) Subtotal 3,133 8.76% 7,600 Other 32,635 91.24% 58,882	18.	-	93	0.26%	105
msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm) Subtotal 3,133 8.76% 7,600 Other 32,635 91.24% 58,882	19.	66.232.113.194	89	0.25%	89
Other 32,635 91.24% 58,882	20.	msn.com_msnbot/1.1 (+http://	84	0.23%	136
		Subtotal	3,133	8.76%	7,600
Total 35,768 100.00% 66,482		Other			58,882
		Total	35,768	100.00%	66,482

Top Visitors - Help Card



Hits – Number of hits attributed to the specified visitor. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Visitor – The IP address, domain name, or cookie of the visitor.

Visits – Number of times the specified visitor visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits or hits made by the specified visitor.

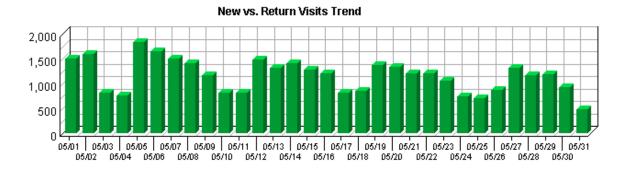


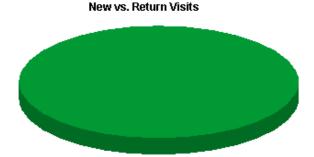
Consider the visitors who use the site most, and tailor your site to their interests and needs. If your site is an intranet, notice which employees use the site most, and find out what they like about it. You might also get feedback from those who use it the least and find out what they are looking for.

Note: If a visitor has a dynamic IP address, or if a group of visitors are behind a proxy server or firewall, this data might be misleading. In the case of a dynamic IP address, multiple IP addresses could be shown for a single visitor, and in the case of a firewall or proxy server, one IP address could be used by more than one visitor.

New vs. Return Visits

This report compares the number of visits by new and returning visitors to your site.





New vs. Return Visits

	Visitor Type	Visits	%
1.	Returning Visitors	35,768	100.00%
	Total	35,768	100.00%

New vs. Return Visits - Help Card

? New Visitors – Visitors who didn't have a cookie from your site on their first hit, but had one on later hits.

Returning Visitors – Visitors who already had a cookie from your site when they visited.

Visitors Not Accepting Cookies – Visitors not accepting cookies from your site. There is no way to determine if these visitors are new or returning.

Visits – Number of visits by visitors who fit into the specified visitor category. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visitors who fit into the specified visitor category.

New vs. Return Visits 53

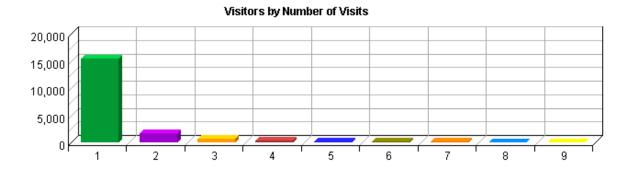
O

By tracking the ratio between new and return visits over a period of time, you can determine if your site is attracting enough returning visitors.

New vs. Return Visits

Visitors by Number of Visits

This report shows the distribution of visitors based on how many times each visitor visited your site.



Visitors by Number of Visits

Number of Visits	Unique Visitors	%
1 visit	15,384	80.60%
2 visits	1,655	8.67%
3 visits	648	3.40%
4 visits	423	2.22%
5 visits	247	1.29%
6 visits	169	0.89%
7 visits	129	0.68%
8 visits	66	0.35%
9 visits	54	0.28%
Subtotal	18,775	98.37%
Other	311	1.63%
Total	19,086	100.00%

Visitors by Number of Visits - Help Card

Number of Visits – The number of visits, beginning with one and increasing by increments of one, being analyzed in the other columns.

Unique Visitors– Number of unique individuals who came to your site the amount of times specified in the Number of Visits column.

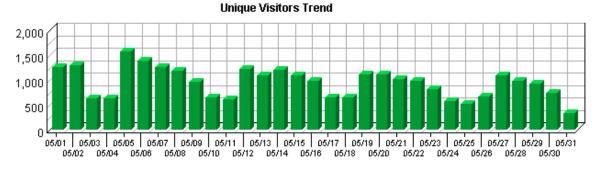
% – Percentage of unique visitors who came to your site the amount of times specified in the Number of Visits column.

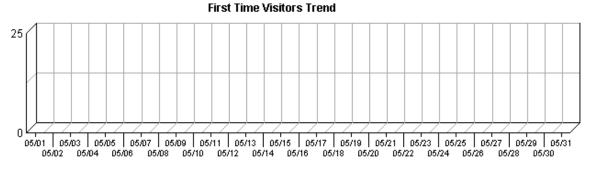
This information can indicate whether or not your site compels visitors to return. Updating web site content is one way to draw return visitors.

Visitors Trend

This report shows how many times visitors visited your web site and how long they stayed. The information is divided into time slices based on the duration of the log file. Visits are freshly counted during each time interval in the report. Some visits may span more than one time interval, and therefore a single visit may be counted more than once. This manner of counting visits may cause the Visits Trend total visits to exceed the total visits shown on the Overview Dashboard page.

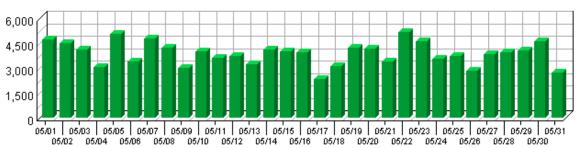








Visitor Minutes Trend



Visitors Trend

Time Interval	Visits Unio	que Visitors	First Time Visitors	Avg Visit V	isitor Minutes
05/01	1,516	1,262	0	00:03:06	4,705.93
05/02	1,594	1,302	0	00:02:48	4,478.17
05/03	803	630	0	00:05:08	4,122.73
05/04	768	623	0	00:04:00	3,082.27
05/05	1,828	1,569	0	00:02:45	5,049.30
05/06	1,652	1,385	0	00:02:03	3,393.58
05/07	1,511	1,255	0	00:03:09	4,776.68
05/08	1,410	1,181	0	00:02:58	4,200.75
05/09	1,158	963	0	00:02:36	3,013.22
05/10	819	647	0	00:04:54	4,013.83
05/11	823	611	0	00:04:22	3,604.43
05/12	1,479	1,221	0	00:02:30	3,713.82
05/13	1,326	1,090	0	00:02:24	3,201.97
05/14	1,394	1,195	0	00:02:57	4,130.47
05/15	1,287	1,100	0	00:03:06	4,002.80
05/16	1,206	979	0	00:03:17	3,965.67
05/17	825	643	0	00:02:48	2,320.78
05/18	847	642	0	00:03:38	3,087.97
05/19	1,374	1,108	0	00:03:03	4,196.53
05/20	1,347	1,104	0	00:03:06	4,182.12
05/21	1,206	1,014	0	00:02:48	3,388.37
05/22	1,210	975	0	00:04:17	5,183.95
05/23	1,051	808	0	00:04:24	4,626.33
05/24	737	572	0	00:04:48	3,543.43
05/25	691	526	0	00:05:25	3,746.08
05/26	869	666	0	00:03:15	2,829.22
05/27	1,328	1,099	0	00:02:52	3,814.10
05/28	1,188	978	0	00:03:20	3,971.32
05/29	1,176	926	0	00:03:27	4,066.25
05/30	936	733	0	00:04:53	4,584.15

05/31	479	334	0	00:05:44	2,747.97
Average	1,156	940	0	N/A	3,862.72
Total	35,838	29,141	0	N/A	119,744.18

Visitors Trend - Help Card

Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Visits – Number of visits to your web site. If a visit spans multiple time intervals, it is counted in each interval. Every visit from a visitor is counted, even if the same visitor came to your web site multiple times. Also included are zero–length visits. A zero–length visit occurs when all hits for that visit are logged with the exact same time stamp.

Unique Visitors – Number of individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit. Values of "N/A" indicate that the detailed data required for Unique Visitors per time period is not available. This situation occurs when the Top Visitors report has reached its configured limit.

First Time Visitors – Number of visitors who had never visited your web site before.

Avg Visit Length – The average amount of time visitors spent at your site within the given time interval. The data is formatted as hh:mm:ss (hours:minutes:seconds). The average visit length is calculated by dividing the value from the Visitor Minutes column by the value from the Visits column.

Visitor Minutes – Number of minutes your web site was viewed, regardless of who was viewing it.

Average – This row gives the average for each column.

Total – The total for the column. Some visits may span more than one time interval, and be counted more than once. These duplicate visit counts may cause the total visits count on this row to exceed the actual total number of visits shown on the Overview Dashboard page.



Use this page to determine which times your web site is busiest.

Daily averages cut off visits that continue into the next day, whereas weekly averages do not. Therefore, weekly averages may appear a bit longer than daily averages.

Visits Trend

This report helps you understand the bandwidth requirements of your site by tracking visits over the course of the report period.



Visits Trend

Time Interval	Visits	%
05/01	1,512	4.23%
05/02	1,592	4.45%
05/03	800	2.24%
05/04	766	2.14%
05/05	1,823	5.10%
05/06	1,651	4.62%
05/07	1,507	4.21%
05/08	1,408	3.94%
05/09	1,155	3.23%
05/10	817	2.28%
05/11	821	2.30%
05/12	1,479	4.14%
05/13	1,323	3.70%
05/14	1,394	3.90%
05/15	1,284	3.59%
05/16	1,202	3.36%
05/17	821	2.30%
05/18	846	2.37%
05/19	1,369	3.83%
05/20	1,344	3.76%
05/21	1,201	3.36%
05/22	1,209	3.38%
05/23	1,045	2.92%
05/24	737	2.06%
05/25	689	1.93%

05/26	869	2.43%
05/27	1,327	3.71%
05/28	1,187	3.32%
05/29	1,173	3.28%
05/30	934	2.61%
05/31	477	1.33%
Total	35,762	100.00%

Visits Trend - Help Card



Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Visits – Number of visits to your site during the specified time interval. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle—time limit. The default idle—time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visits to your site during the specified time interval compared with all visits to your site during the report period.



Periods of less activity can be considered good times for maintenance and content improvement.

Top Organizations

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the most active companies and other organizations visiting your web site. The second table will show you the most active domain names from each organization.

No data for this section in the log data analyzed.

No data for this section in the log data analyzed.

Top Organizations - Help Card

Pomain Name – The text name corresponding to the IP address of a computer on the Internet. For example, netiq.com is a domain name. The domain name can be determined if it was logged by the web server or, if it is defined in the Internet Domain Name System then it may be found using DNS resolution. Otherwise, the domain name is not known and this table shows the IP address.

The domain name shown is the second—level domain name, such as netiq.com. If the top—level domain name is a country code, then this shows the third—level domain name, such as anycompany.com.au. For example, all visitors from sales.netiq.com, us.sales.netiq.com, and service.net.iq.com are combined in the statistics for netiq.com.

Click on the domain name to generate an Internet whois lookup.

Organization – The name of the organization, which could be a company, a government agency, a school, or any other type of organization. This name was determined by looking up the visitor's IP address in the WebTrends GeoTrends Database. Click on the organization name to generate an Internet whois lookup.

Total – The total for all visits or hits.

Unknown – The sum for any IP addresses which could not be found in the WebTrends GeoTrends Database.

Visits – Number of visits to your site from this organization. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle—time limit. The default idle—time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits – Number of hits to your site from this organization. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% – Percentage of the total activity that was from this organization.

--

Ø

Top Organizations 63

Use this information when you are interested in an organization as a whole, such as NetIQ Corporation. You can identify the major domain names from each company, such as netiq.com and webtrends.com from NetIQ.

64 Top Organizations

Top Authenticated Usernames

This report identifies the true name and relative activity level of the visitors logging onto a server that requires a user name and password.

No data for this section in the log data analyzed.

Top Authenticated Usernames - Help Card

Authenticated Username – A unique visitor tracked by user name and password rather than by IP address. You may find more authenticated user names than total visitors because several persons may be using the same IP address. Since many ISPs dynamically assign IP addresses, and since multiple visitors may use a single IP address, authentication is a much more accurate way to identify visitors.

Hits – Number of hits generated by the specified visitor. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Visitor – Authenticated name of the user being analyzed.

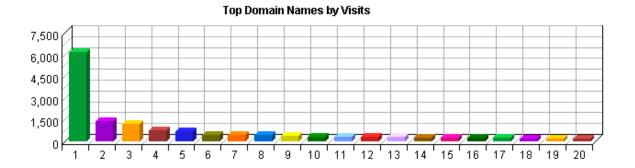
Visits – Number of times the specified visitor visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visits or hits to your site by the specified visitor out of those by all authenticated user names.

You may use this information for your marketing efforts, such as special promotions or newsletters.

Top Domain Names

This report lists the domain name that generates the most activity to your web site.



Top Domain Names

	Domain Name	Visits	%	Hits
1.	yahoo.net	6,134	17.15%	8,140
2.	comcast.net	1,367	3.82%	1,961
3.	msn.com	1,213	3.39%	1,688
4.	rr.com	745	2.08%	1,047
5.	verizon.net	721	2.02%	1,057
6.	sbcglobal.net	441	1.23%	605
7.	ask.com	416	1.16%	1,548
8.	66.231.188.52	416	1.16%	1,373
9.	cox.net	365	1.02%	491
10.	googlebot.com	321	0.90%	4,849
11.	bezeqint.net	318	0.89%	321
12.	bellsouth.net	314	0.88%	501
13.	dedi.digiweb.ie	296	0.83%	389
14.	charter.com	253	0.71%	412
15.	riverglassinc.com	247	0.69%	487
16.	bloglines.com	233	0.65%	369
17.	qwest.net	233	0.65%	339
18.	pacbell.net	217	0.61%	335
19.	amazonaws.com	205	0.57%	393
20.	aol.com	189	0.53%	236
	Subtotal	14,644	40.95%	26,541
	Other	21,118	59.05%	39,746
	Total	35,762	100.00%	66,287

Top Domain Names 67

Top Domain Names - Help Card

Domain Name – The text name corresponding to the IP address of a computer on the Internet. For example, netiq.com is a domain name. The domain name can be determined if it was logged by the web server or, if it is defined in the Internet Domain Name System then it may be found using DNS resolution. Otherwise, the domain name is not known and this table shows the IP address.

The domain name shown is the second—level domain name, such as netiq.com. If the top—level domain name is a country code, then this shows the third—level domain name, such as anycompany.com.au. For example, all visitors from sales.netiq.com, us.sales.netiq.com, and service.net.iq.com are combined in the statistics for netiq.com.

Click on the domain name to generate an Internet whois lookup.

Total – The total for all visits or hits.

Hits – Number of hits to your site from this domain name. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Visits – Number of visits to your site from this domain name. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle—time limit. The default idle—time limit is thirty minutes. This time limit can be changed by the system administrator.

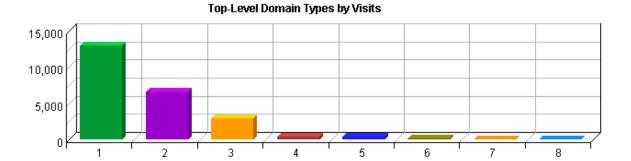
% – Percentage of the total activity that was from this domain name or IP address.

Use this information when you are interested in high–level domain names of visitors generating the most activity to your web site.

68 Top Domain Names

Top-Level Domain Types

This report provides a breakdown of top-level domain types.



Top-Level Domain Types

	Top-Level Domain Types	Visits	%	Hits
1.	Network	13,002	55.69%	18,321
2.	Commercial	6,573	28.15%	17,689
3.	Education	2,968	12.71%	5,055
4.	Government	377	1.61%	652
5.	Organization	330	1.41%	537
6.	Military	92	0.39%	115
7.	ARPANET	6	0.03%	9
8.	International	1	0.00%	1
	Total	23,349	100.00%	42,379

Top-Level Domain Types - Help Card

3

Top-Level Domain – The suffix of a domain name. A top-level domain can be based on the type of organization (.com, .edu, .museum, .name, etc) or it can be a country code (.uk, .de, .jp, .us, etc.). The top-level domain can be used to identify the type of web site. The following is a partial list of how this report categorizes top-level domains:

ARPANET: .arpa

 $Commercial: .com .co .com.[country \ code] \ .co.[country \ code] \ .firm.co \ .firm.ve \ .ltd.uk \ .info \ .biz$

Education: .edu .edu.[country-code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn

International: .int .int.co .int.ve .intl.tn

Government: .gov .gov.[country code] .gove.[country code] .go.[country code]

Military: .mil .mil.[country code]

Network: .net .ad.jp .ne.kr .net.[country code]

Organization: .org .or .org.[country code] .or.[country code]

Personal: .name

Hits – Number of hits to your site from the specified top–level domain. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Total – The total visits or hits where there was sufficient information to identify the top–level domain. This number may be less than the total activity overall.

Visits – Number of visits to your site from the specified top–level domain. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits or hits from sites in the specified top–level domain. The percentages refer to the total number of visits for which the domain name can be determined. Some IP addresses cannot be resolved to a domain name.

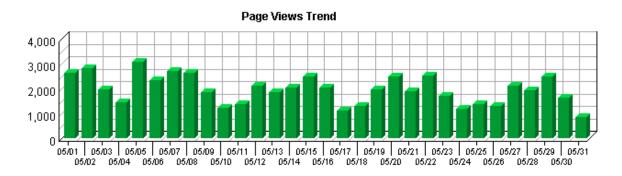
Consider which types of organization

Consider which types of organizations are interested in your site, and consider how you can interest other types of organizations.

Note: This information can be displayed only if reverse DNS lookups have been performed. Even when DNS lookups are performed, some IP addresses cannot be resolved to a domain name.

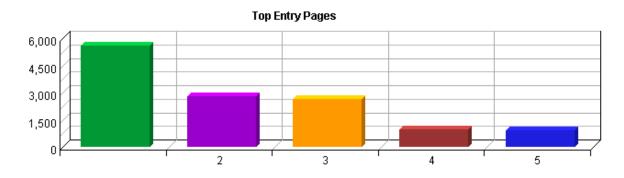
Pages Dashboard

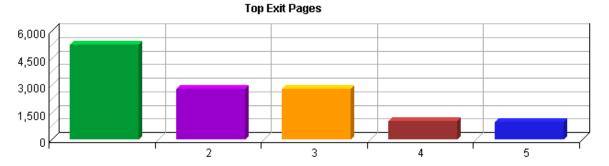
This displays key graphs and tables that provide an overview of the Pages chapter. Click on the title of a graph or table to navigate to the corresponding page.



Page View Summary

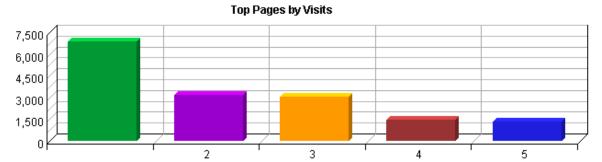
Page Views	60,423
Average per Day	1,949
Average Page Views per Visit	1.69

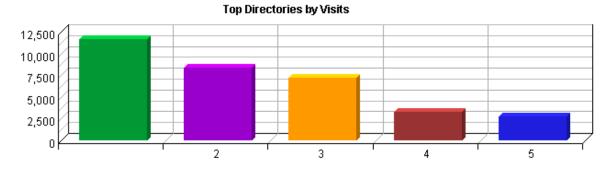




Pages Dashboard 71



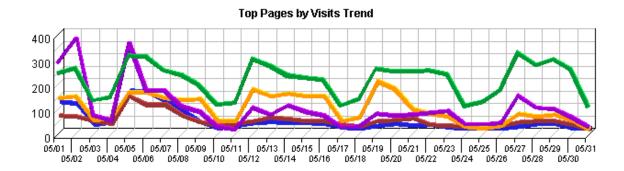


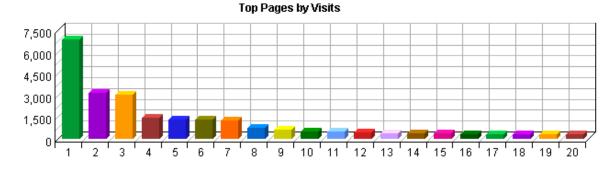


72 Pages Dashboard

Top Pages

This identifies the most popular web pages on your site and shows you the number of visits for each, and displays the average length of time the page was viewed.





Top Pages

	Pages	Visits	%	Views	Avg Time Viewed	Avg Time to Serve
1.	Funding Opportunities NCER ORD US EPA http://es.epa.gov/ncer/rfa/	6,864	12.40%	8,793	00:02:47	0
2.	Innovative and Integrative Approaches for Advancing Public Health Protection Thr http://es.epa.gov/ncer/rfa/2008/ 2008_star_water.html	3,202	5.78%	3,639	00:04:28	0
3.	Small Business Innovation Research Phase I Archive Funding Opportunities N http://es.epa.gov/ncer/rfa/2008/ 2008_sbir_phase1.html	3,079	5.56%	3,484	00:04:51	0
4.	STAR Grant Forms and Instructions Funding Opportunities NCER ORD US EPA http://es.epa.gov/ncer/rfa/forms/	1,483	2.68%	2,089	00:04:11	0
5.	Consequences of Global Change for Water Quality 2008 Grant Archives Archive	1,362	2.46%	1,504	00:05:23	0

	http://es.epa.gov/ncer/rfa/2008/ 2008_star_gcwq.html					
6.	FALL 2008 EPA Science to Achieve Results (STAR) Fellowships for Graduate Environ http://es.epa.gov/ncer/rfa/2008/ 2008_star_fellow.html	1,306	2.36%	1,374	00:04:59	0
7.	Broad Agency Announcement for Conferences, Workshops, and/ or Meetings Funding http://es.epa.gov/ncer/rfa/2008/ 2008_baa.html	1,275	2.30%	1,377	00:05:34	0
8.	Fall 2008 GRO Fellowships For Undergraduate Environmental Study Archive Fund http://es.epa.gov/ncer/rfa/2008/ 2008_gro_undergrad. html	754	1.36%	785	00:07:43	0
9.	2008 GRO Fellowships For Graduate Environmental Study Funding Opportunities http://es.epa.gov/ncer/rfa/2008/ 2008_gro_grad.html	634	1.15%	655	00:04:26	0
10.	Archive Funding Opportunities NCER ORD US EPA http://es.epa.gov/ncer/rfa/archive/	509	0.92%	636	00:02:33	0
11.	Effects of Climate Change on Ecosystem Services Provided by Coral Reefs and Tida http://es.epa.gov/ncer/rfa/2004/ 2004_climate_change. html	500	0.90%	535	00:05:41	0
12.	Collaborative Science And Technology Network For Sustainability Funding Opport http://es.epa.gov/ncer/rfa/2006/ 2006_star_cns.html	440	0.79%	441	00:07:41	0
13.	Centers for Children's Environmental Health and Disease Prevention Research Fu http://es.epa.gov/ncer/rfa/2005/ 2005_childrens_enviro_health.html	400	0.72%	403	00:04:48	0
14.	Ecological Impacts from the Interactions of Climate Change, Land Use Change and http://es.epa.gov/ncer/rfa/2007/ 2007_star_ecoimpacts. html	369	0.67%	411	00:04:10	0
15.	4th Annual P3 Awards Funding Opportunities NCER ORD US EPA http://es.epa.gov/ncer/rfa/2007/ 2007_p3_4thannual.html	365	0.66%	383	00:06:09	0
16.	P3 Award Funding Opportunities NCER ORD US EPA http://es.epa.gov/ncer/rfa/2008/	344	0.62%	356	00:04:30	0

	2008_p3.html					
17.	Exploratory Research: Nanotechnology Research Grants Investigating Fate, Transpo http://es.epa.gov/ncer/rfa/2007/ 2007_star_nanotech. html	331	0.60%	349	00:05:21	0
18.	Development of Environmental Health Outcome Indicators Funding Opportunities http://es.epa.gov/ncer/rfa/2006/ 2006_star_ephi.html	329	0.59%	338	00:05:22	0
19.	Treatment Technologies for Arsenic Removal for Small Drinking Water Systems 20 http://es.epa.gov/ncer/rfa/current/ 2003arsenic.html	320	0.58%	341	00:04:18	0
20.	Ecology and Oceanography of Harmful Algal Blooms 2008 Grant Archives Archive http://es.epa.gov/ncer/rfa/2008/ 2008_star_ecohab.html	317	0.57%	330	00:05:05	0
	Subtotal	24,183	43.68%	28,223	00:04:07	
	Other	31,186	56.32%	32,200	00:04:27	
	Total	55,369	100.00%	60,423	00:04:19	

Top Pages - Help Card

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

Views – Number of times this page was viewed by visitors.

% – Percentage of the total visits in which the visitor viewed this page at least once.

Average Time Viewed – Average length of time the specified page was viewed. (The format is hh:mm:ss – hours:minutes:seconds.)

Average Time to Serve – Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.

Note: Zero values in this column probably indicates that your web server is not logging Time to Serve information.

V

Pages with good content and design are more likely to attract visitors and be revisited. Less popular pages on a site can be made more appealing by improving the content or incorporating design elements similar to that on the more important pages. Always remember that people are far more interested in content than in design, and average view times can help determine which content is most important to your visitors.

Top Content Groups

This report identifies the most popular groups of web site pages and how often they were visited.

No data for this section in the log data analyzed.

Top Content Groups - Help Card

? Content Group – A defined group of web pages with specific things in common, such as the same types of products, services, or information.

Group Name – Name of the content group being analyzed.

Total – The sum of the visit counts for the content groups. During a single visit, the visitor may view pages in zero, one, or multiple content groups, causing some visits to be omitted from this total and some visits to be counted more than once.

Visits – Number of visits where the visitor viewed at least one page in the specified content group. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle—time limit. The default idle—time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

8

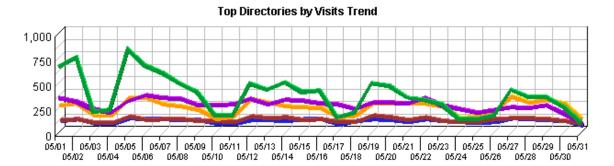
The information on this page can show you which content groups were most popular. This will reveal the reasons people visit your web site, and what is most interesting and least interesting to them.

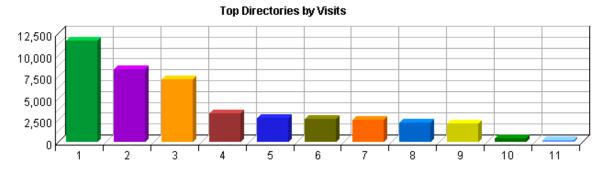
Top Content Groups 77

78 Top Content Groups

Top Directories

This report lists the most commonly accessed directories on your web site. This information can help determine the types of data most often requested.





Top Directories

	Path To Directory	Visits	%	Hits	Kbytes Transferred
1.	http://es.epa.gov/ncer/rfa/ 2008	11,609	26.87%	15,544	1,645,851
2.	http://es.epa.gov/ncer/rfa/ archive	8,360	19.35%	17,804	493,606
3.	http://es.epa.gov/ncer/rfa/	7,219	16.71%	9,291	132,817
4.	http://es.epa.gov/ncer/rfa/ 2004	3,277	7.59%	4,945	290,595
5.	http://es.epa.gov/ncer/rfa/ 2007	2,713	6.28%	3,625	396,564
6.	http://es.epa.gov/ncer/rfa/ 2006	2,597	6.01%	3,545	279,263
7.	http://es.epa.gov/ncer/rfa/ current	2,534	5.87%	3,536	204,714
8.	http://es.epa.gov/ncer/rfa/ forms	2,207	5.11%	4,529	146,272
9.	http://es.epa.gov/ncer/rfa/ 2005	2,075	4.80%	2,682	213,756
10.	http://es.epa.gov/ncer/rfa/ pdf	395	0.91%	495	52,974
11.	http://es.epa.gov/ncer/rfa/ partners	213	0.49%	291	8,345
	Total	43,199	100.00%	66,287	3,864,753

Top Directories 79

Top Directories - Help Card

Path to Directory – The full URL path to the directory being analyzed.

Visits – Number of visits to pages within the specified directory. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Kbytes Transferred – Number of kilobytes of data transferred by the server from the specified directory to your visitors.

% – Percentage of visits or hits to, or kilobytes of data transferred from the specified directory compared to all other directories.

This report indicates the content visitors are most interested in. Use this information to determine which content areas to develop further, which areas to focus on less, and how you can arrange your content most effectively. If the table is sorted by kilobytes of data transferred, this page reveals what kind of data the server spends the most time transferring, and may suggest different ways to organize your data, or different ways to distribute the server load if you have more than one server.

80 Top Directories

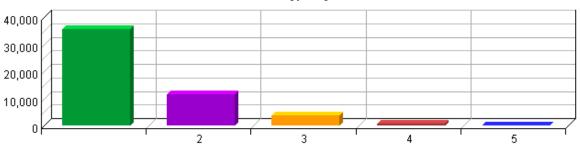
Files Dashboard

This displays key graphs and tables that provide an overview of the Files chapter. Click on the title of a graph or table to navigate to the corresponding page.

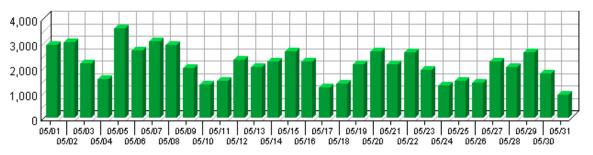
Hit Summary

Successful Hits for Entire Site	66,287
Average Hits per Day	2,138
Home Page Hits	8,793

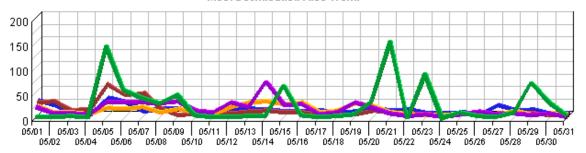
Most Accessed File Types by Files



Hits Trend



Most Downloaded Files Trend



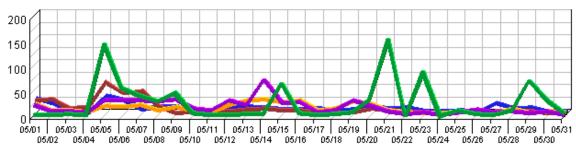
Files Dashboard 81

82 Files Dashboard

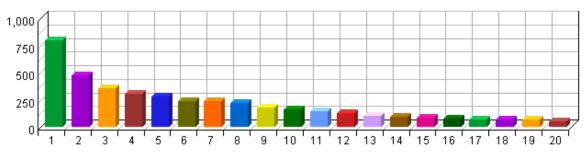
Most Downloaded Files

This report identifies the most popular files downloaded from your site.





Most Downloaded Files



Most Downloaded Files

	Downloaded Files	Downloads	%	Visits
1.	http://es.epa.gov/ncer/rfa/ 2008/compilation_of_epa_ord_res_prog_descrip.pdf	796	13.87%	94
2.	http://es.epa.gov/ncer/rfa/ 2008/2008_sbir_phase1.pdf	471	8.21%	373
3.	http://es.epa.gov/ncer/rfa/ 2008/2008_sbir_phase1.doc	352	6.13%	321
4.	http://es.epa.gov/ncer/rfa/ forms/NCER_std_form_5- STAR_Grant_applications.pdf	306	5.33%	214
5.	http://es.epa.gov/ncer/rfa/ forms/sf424–v2.0.pdf	281	4.90%	222
6.	http://es.epa.gov/ncer/rfa/ forms/p3abstract.pdf	237	4.13%	182
7.	http://es.epa.gov/ncer/rfa/ forms/approved_budget_sheet.pdf	234	4.08%	194
8.	http://es.epa.gov/ncer/rfa/ forms/keycontacts.pdf	219	3.82%	169
9.	http://es.epa.gov/ncer/rfa/ forms/epaf2006.pdf	177	3.08%	146
10.	http://es.epa.gov/ncer/rfa/ forms/sf424_i.pdf	157	2.74%	135
11.	http://es.epa.gov/ncer/rfa/ forms/approved_budget_sheet.doc	144	2.51%	128

Most Downloaded Files 83

12.	http://es.epa.gov/ncer/rfa/ forms/sf424instructions.pdf	130	2.27%	113
13.	http://es.epa.gov/ncer/rfa/ forms/sf424i_instructions.pdf	99	1.73%	83
14.	http://es.epa.gov/ncer/rfa/ 2006/sbir_phase1.pdf	93	1.62%	37
15.	http://es.epa.gov/ncer/rfa/ forms/424b.pdf	85	1.48%	72
16.	http://es.epa.gov/ncer/rfa/ 2007/2007_sbir_phase1.pdf	78	1.36%	52
17.	http://es.epa.gov/ncer/rfa/ 2007/2007_sbir_phase1.doc	70	1.22%	61
18.	http://es.epa.gov/ncer/rfa/ current/sbir_arsenic.pdf	69	1.20%	35
19.	http://es.epa.gov/ncer/rfa/ forms/GG_LobbyingForm-V1.1.pdf	66	1.15%	60
20.	http://es.epa.gov/ncer/rfa/ forms/424b.doc	55	0.96%	55
	Subtotal	4,119	71.78%	2,746
	Other	1,619	28.22%	1,520
	Total	5,738	100.00%	4,266

Most Downloaded Files - Help Card

Downloads – Number of times the specified file was downloaded by a visitor. If an error occurred during a transfer, the transfer is not counted.

Files – The path and filename of the file being analyzed.

Visits – The number of unique visitors who downloaded the specified file. If an error occurred in the transfer, the transfer is not counted.

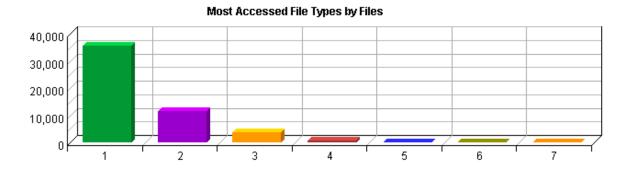
% – Percentage of times the specified file was downloaded compared to all downloaded files.

This information shows you the most popular downloadable files on your web site. Files that don't appear on the list, or appear low on the list, may require maintenance such as decreasing the file size, improving link placement, or elimination to make room for more popular content.

84 Most Downloaded Files

Most Accessed File Types

This report identifies the types of files accessed on your site and the total number of kilobytes of data transferred for each file type. Cached requests and erred hits are excluded from the totals. The types of files accessed are listed in descending order.



Most Accessed File Types

	File Type	Files	%	Kbytes Transferred
1.	html	35,627	69.13%	3,153,028
2.	htm	11,396	22.11%	160,578
3.	pdf	3,825	7.42%	409,797
4.	doc	601	1.17%	139,311
5.	wpd	67	0.13%	1,443
6.	hold	14	0.03%	596
7.	scc	3	0.01%	2
	Total	51,533	100.00%	3,864,753

Most Accessed File Types - Help Card

? File Type – Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type "gif."

Files – Number of files of the specified type accessed by visitors to your site.

Kbytes Transferred – Number of kilobytes of data transferred for all files of the specified type.

% – Percentage of all kilobytes of data transferred for the specified file type.

This report provides general statistics for the type of data that visitors access on your site.

Most Uploaded Files

This report identifies the most popular files uploaded using FTP PUT, HTTP PUT, or HTTP POST.

No data for this section in the log data analyzed.

Most Uploaded Files - Help Card

3

Files – The path and filename of the uploaded file being analyzed.

Top Uploads – Number of times the specified file was uploaded to your site. If an error occurred during a transfer, the transfer is not counted.

Visits – Number of visits to your site where the specified file was uploaded. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle—time limit. The default idle—time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times the specified file was uploaded compared with all uploaded files.



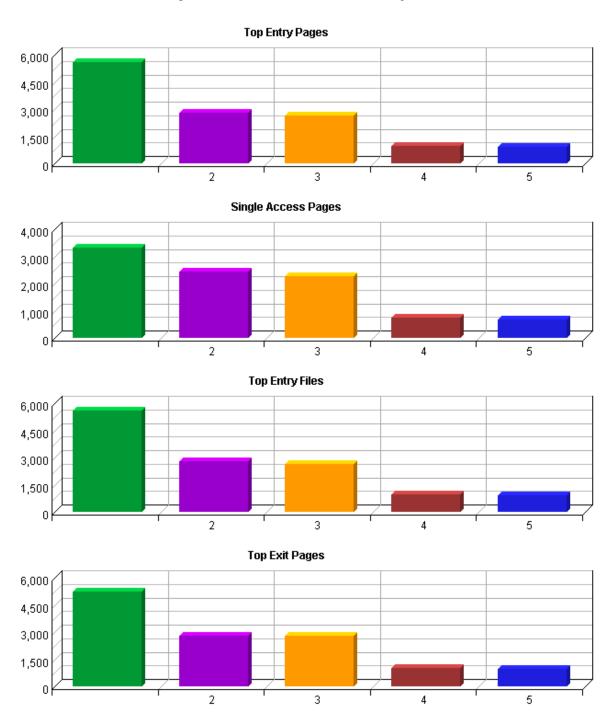
You may want to run virus scans on uploaded files.

Most Uploaded Files 87

88 Most Uploaded Files

Navigation Dashboard

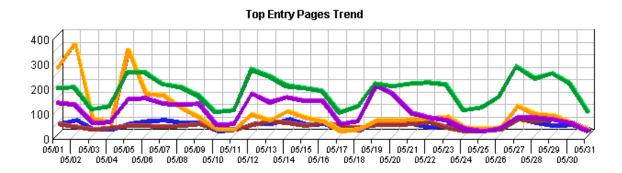
This dashboard summarizes important information related to online navigation.

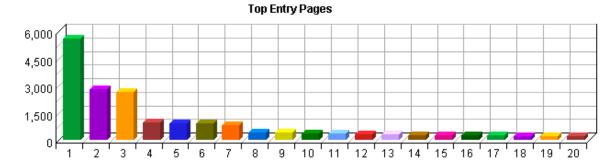


Navigation Dashboard 89

Top Entry Pages

This report identifies the first page viewed when a visitor visits your site. The most common entry page is usually the home page, but other common entry pages include specific URLs that visitors type, pages that have been bookmarked, or pages referred to by other sites.





Top Entry Pages

	Pages	Visits	%
1.	Funding Opportunities NCER ORD US EPA http://es.epa.gov/ncer/rfa/	5,607	16.58%
2.	Small Business Innovation Research Phase I Archive Funding Opportunities N http://es.epa.gov/ncer/rfa/2008/ 2008_sbir_phase1.html	2,802	8.28%
3.	Innovative and Integrative Approaches for Advancing Public Health Protection Thr http://es.epa.gov/ncer/rfa/2008/ 2008_star_water.html	2,660	7.86%
4.	FALL 2008 EPA Science to Achieve Results (STAR) Fellowships for Graduate Environ http://es.epa.gov/ncer/rfa/2008/ 2008_star_fellow.html	960	2.84%
5.	Broad Agency Announcement for Conferences, Workshops, and/ or Meetings Funding	928	2.74%

http://es.epa.gov/ncer/rfa/2008/ 2008 baa.html 6. **Consequences of Global Change for** 917 2.71% Water Quality | 2008 Grant Archives | **Archive** http://es.epa.gov/ncer/rfa/2008/ 2008_star_gcwq.html 7. **STAR Grant Forms and Instructions** | 800 2.36% Funding Opportunities | NCER | ORD | **US EPA** http://es.epa.gov/ncer/rfa/forms/ 8. Fall 2008 GRO Fellowships For 432 1.28% **Undergraduate Environmental Study** Archive | Fund http://es.epa.gov/ncer/rfa/2008/ 2008_gro_undergrad. html 9. **Effects of Climate Change on Ecosystem** 406 1.20% Services Provided by Coral Reefs and Tida http://es.epa.gov/ncer/rfa/2004/ 2004 climate change. html 10. **Centers for Children's Environmental** 1.07% 361 **Health and Disease Prevention Research** http://es.epa.gov/ncer/rfa/2005/ 2005_childrens_enviro_health.html 11. **Collaborative Science And Technology** 356 1.05% **Network For Sustainability | Funding Opport** http://es.epa.gov/ncer/rfa/2006/ 2006 star cns.html 12. 2008 GRO Fellowships For Graduate 0.93% 313 **Environmental Study | Funding** Opportunities | http://es.epa.gov/ncer/rfa/2008/ 2008_gro_grad.html 13. 4th Annual P3 Awards | Funding 280 0.83% Opportunities | NCER | ORD | US EPA http://es.epa.gov/ncer/rfa/2007/ 2007_p3_4thannual. html 14. **Treatment Technologies for Arsenic** 268 0.79% Removal for Small Drinking Water Systems | 20 http://es.epa.gov/ncer/rfa/current/ 2003arsenic.html 15. 0.79% **Ecological Impacts from the** 268 **Interactions of Climate Change, Land** Use Change and http://es.epa.gov/ncer/rfa/2007/ 2007 star ecoimpacts. html 16. P3 Award | Funding Opportunities | 255 0.75% NCER | ORD | US EPA

	http://es.epa.gov/ncer/rfa/2008/ 2008_p3.html		
17.	Exploratory Research: Nanotechnology Research Grants Investigating Fate, Transpo http://es.epa.gov/ncer/rfa/2007/2007_star_nanotech. html	245	0.72%
18.	Ecology and Oceanography of Harmful Algal Blooms 2008 Grant Archives Archive http://es.epa.gov/ncer/rfa/2008/2008_star_ecohab.html	225	0.67%
19.	Exploratory Research: Nanotechnology Research Grants Investigating Environmental http://es.epa.gov/ncer/rfa/2005/2005_star_nano.html	210	0.62%
20.	Small Business Innovation Research Phase I Funding Opportunities NCER ORD http://es.epa.gov/ncer/rfa/2007/ 2007_sbir_phase1.html	186	0.55%
	Subtotal	18,479	54.63%
	Other	15,348	45.37%
	Total	33,827	100.00%

Top Entry Pages – Help Card

Entry Page – The first page viewed during a visit to your web site. If a visit consists only of hits to non–page files, that visit has no entry page. This can cause the total number of entry pages to be less than the total number of visits.

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

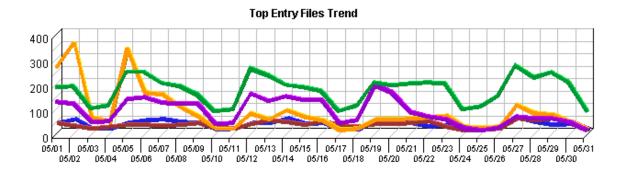
Visits – Number of visits where the specified page was the entry page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

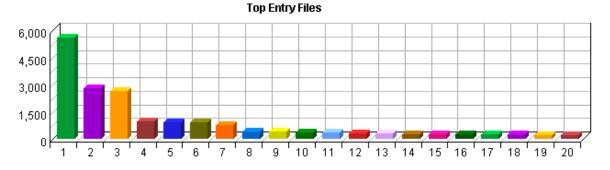
 $\mbox{\%}$ – Percentage of times this page was the entry page compared with other entry pages.

This information can indicate how you might want to optimize the architecture of your web site based on where your visitors are entering. It can also help you determine which external links are most effective. Consider updating meta tags and links.

Top Entry Files

This report identifies the first hit from a visitor visiting your site. This is most likely the home page but, in some cases it may also be specific URLs that visitors enter to go directly to a particular file or page.





Top Entry Files

	Files	Visits	%
1.	http://es.epa.gov/ncer/rfa/	5,594	15.64%
2.	http://es.epa.gov/ncer/rfa/ 2008/2008_sbir_phase1.html	2,779	7.77%
3.	http://es.epa.gov/ncer/rfa/ 2008/2008_star_water.html	2,659	7.44%
4.	http://es.epa.gov/ncer/rfa/ 2008/2008_star_fellow.html	959	2.68%
5.	http://es.epa.gov/ncer/rfa/ 2008/2008_baa.html	926	2.59%
6.	http://es.epa.gov/ncer/rfa/ 2008/2008_star_gcwq.html	915	2.56%
7.	http://es.epa.gov/ncer/rfa/ forms/	782	2.19%
8.	http://es.epa.gov/ncer/rfa/ 2008/2008_gro_undergrad.html	431	1.21%
9.	http://es.epa.gov/ncer/rfa/ 2004/2004_climate_change.html	406	1.14%
10.	http://es.epa.gov/ncer/rfa/ 2005/ 2005_childrens_enviro_health.html	361	1.01%
11.	http://es.epa.gov/ncer/rfa/ 2006/2006_star_cns.html	356	1.00%

Top Entry Files 95

12.	http://es.epa.gov/ncer/rfa/ 2008/2008_gro_grad.html	313	0.88%
13.	http://es.epa.gov/ncer/rfa/ 2007/2007_p3_4thannual.html	280	0.78%
14.	http://es.epa.gov/ncer/rfa/ 2007/2007_star_ecoimpacts.html	268	0.75%
15.	http://es.epa.gov/ncer/rfa/current/2003arsenic.html	268	0.75%
16.	http://es.epa.gov/ncer/rfa/ 2008/2008_sbir_phase1.pdf	266	0.74%
17.	http://es.epa.gov/ncer/rfa/ 2008/2008_p3.html	254	0.71%
18.	http://es.epa.gov/ncer/rfa/ 2007/2007_star_nanotech.html	245	0.69%
19.	http://es.epa.gov/ncer/rfa/ 2008/2008_star_ecohab.html	224	0.63%
20.	http://es.epa.gov/ncer/rfa/ 2005/2005_star_nano.html	210	0.59%
	Subtotal	18,496	51.72%
	Other	17,266	48.28%
	Total	35,762	100.00%

Top Entry Files – Help Card

Files – Refers to the first file loaded to a visitor's browser. Contrast this with the first page loaded to a visitor's browser. The entry page for some visitors is not a formally defined page, so the information in this table and graph include all first hits regardless if the hit was on a formal page or not.

Visits – Number of visits by visitors whose first hit was the specified file. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle—time limit. The default idle—time limit is thirty minutes. This time limit can be changed by the system administrator.

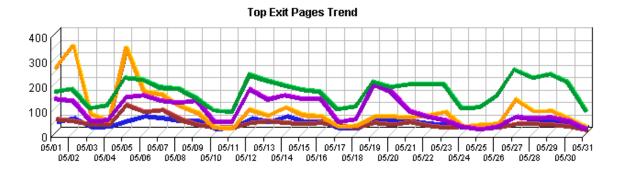
% – Refers to the total numbers of visits.

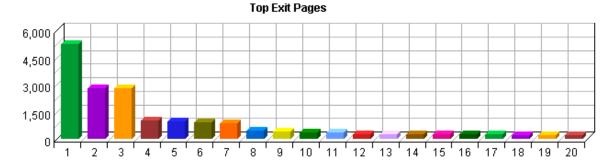
Consider what catches the attention of visitors most quickly and effectively.

96 Top Entry Files

Top Exit Pages

This report identifies the last page visitors viewed before they left your site.





Top Exit Pages

	Pages	Visits	%
1.	Funding Opportunities NCER ORD US EPA http://es.epa.gov/ncer/rfa/	5,230	15.46%
2.	Small Business Innovation Research Phase I Archive Funding Opportunities N http://es.epa.gov/ncer/rfa/2008/ 2008_sbir_phase1.html	2,805	8.29%
3.	Innovative and Integrative Approaches for Advancing Public Health Protection Thr http://es.epa.gov/ncer/rfa/2008/ 2008_star_water.html	2,795	8.26%
4.	STAR Grant Forms and Instructions Funding Opportunities NCER ORD US EPA http://es.epa.gov/ncer/rfa/forms/	1,019	3.01%
5.	Broad Agency Announcement for Conferences, Workshops, and/ or Meetings Funding http://es.epa.gov/ncer/rfa/2008/ 2008_baa.html	980	2.90%

6.	Consequences of Global Change for Water Quality 2008 Grant Archives Archive http://es.epa.gov/ncer/rfa/2008/ 2008_star_gcwq.html	929	2.75%
7.	FALL 2008 EPA Science to Achieve Results (STAR) Fellowships for Graduate Environ http://es.epa.gov/ncer/rfa/2008/ 2008_star_fellow.html	884	2.61%
8.	Fall 2008 GRO Fellowships For Undergraduate Environmental Study Archive Fund http://es.epa.gov/ncer/rfa/2008/ 2008_gro_undergrad. html	444	1.31%
9.	Effects of Climate Change on Ecosystem Services Provided by Coral Reefs and Tida http://es.epa.gov/ncer/rfa/2004/ 2004_climate_change.html	404	1.19%
10.	Centers for Children's Environmental Health and Disease Prevention Research Fu http://es.epa.gov/ncer/rfa/2005/ 2005_childrens_enviro_health.html	361	1.07%
11.	2008 GRO Fellowships For Graduate Environmental Study Funding Opportunities http://es.epa.gov/ncer/rfa/2008/ 2008_gro_grad.html	356	1.05%
12.	Treatment Technologies for Arsenic Removal for Small Drinking Water Systems 20 http://es.epa.gov/ncer/rfa/current/ 2003arsenic.html	270	0.80%
13.	Ecological Impacts from the Interactions of Climate Change, Land Use Change and http://es.epa.gov/ncer/rfa/2007/2007_star_ecoimpacts.html	258	0.76%
14.	4th Annual P3 Awards Funding Opportunities NCER ORD US EPA http://es.epa.gov/ncer/rfa/2007/ 2007_p3_4thannual. html	252	0.74%
15.	P3 Award Funding Opportunities NCER ORD US EPA http://es.epa.gov/ncer/rfa/2008/ 2008_p3.html	251	0.74%
16.	Development of Environmental Health Outcome Indicators Funding Opportunities http://es.epa.gov/ncer/rfa/2006/	247	0.73%

	2006_star_ephi.html		
17.	Exploratory Research: Nanotechnology Research Grants Investigating Fate, Transpo http://es.epa.gov/ncer/rfa/2007/2007_star_nanotech. html	235	0.69%
18.	Collaborative Science And Technology Network For Sustainability Funding Opport http://es.epa.gov/ncer/rfa/2006/ 2006_star_cns.html	222	0.66%
19.	Exploratory Research: Nanotechnology Research Grants Investigating Environmental http://es.epa.gov/ncer/rfa/2005/2005_star_nano.html	212	0.63%
20.	Ecology and Oceanography of Harmful Algal Blooms 2008 Grant Archives Archive http://es.epa.gov/ncer/rfa/2008/2008_star_ecohab.html	181	0.54%
	Subtotal	18,335	54.20%
	Other	15,496	45.80%
	Total	33,831	100.00%

Top Exit Pages – Help Card

Exit Page – The last page viewed during a visit to your web site. If a visit consists only of hits to non–page files, that visit has no exit page. This can cause the total number of exit pages to be less than the total number of visits.

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

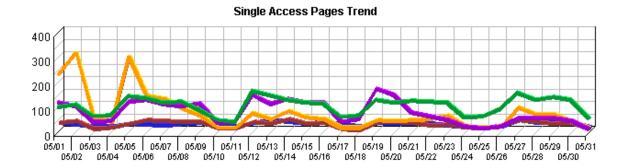
Visits – Number of visits where the specified page was the exit page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

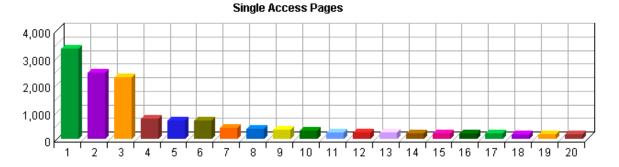
 $\mbox{\%}$ – Percentage of times this page was the exit page compared with other exit pages.

You can use this information to determine your visitors' satisfaction with their visits. Visitors may have left this page because they found what they were looking for, lost interest, determined the content didn't apply to them, or for many other reasons. If your top exit page is your home page, this may be an indication that you are alienating a lot of first time visitors.

Single Access Pages

This report identifies the pages on your web site that visitors open, then exit from, without viewing any other page.





Single Access Pages

	Pages	Visits	%
1.	Funding Opportunities NCER ORD US EPA http://es.epa.gov/ncer/rfa/	3,317	12.56%
2.	Small Business Innovation Research Phase I Archive Funding Opportunities N http://es.epa.gov/ncer/rfa/2008/ 2008_sbir_phase1.html	2,434	9.22%
3.	Innovative and Integrative Approaches for Advancing Public Health Protection Thr http://es.epa.gov/ncer/rfa/2008/2008_star_water.html	2,271	8.60%
4.	Broad Agency Announcement for Conferences, Workshops, and/ or Meetings Funding http://es.epa.gov/ncer/rfa/2008/ 2008_baa.html	748	2.83%
5.	FALL 2008 EPA Science to Achieve Results (STAR) Fellowships for Graduate Environ http://es.epa.gov/ncer/rfa/2008/ 2008_star_fellow.html	679	2.57%

Single Access Pages 101

6.	Consequences of Global Change for Water Quality 2008 Grant Archives Archive http://es.epa.gov/ncer/rfa/2008/ 2008_star_gcwq.html	666	2.52%
7.	STAR Grant Forms and Instructions Funding Opportunities NCER ORD US EPA http://es.epa.gov/ncer/rfa/forms/	418	1.58%
8.	Effects of Climate Change on Ecosystem Services Provided by Coral Reefs and Tida http://es.epa.gov/ncer/rfa/2004/ 2004_climate_change.html	363	1.37%
9.	Centers for Children's Environmental Health and Disease Prevention Research Fu http://es.epa.gov/ncer/rfa/2005/ 2005_childrens_enviro_health.html	354	1.34%
10.	Fall 2008 GRO Fellowships For Undergraduate Environmental Study Archive Fund http://es.epa.gov/ncer/rfa/2008/ 2008_gro_undergrad. html	298	1.13%
11.	Treatment Technologies for Arsenic Removal for Small Drinking Water Systems 20 http://es.epa.gov/ncer/rfa/current/ 2003arsenic.html	242	0.92%
12.	Ecological Impacts from the Interactions of Climate Change, Land Use Change and http://es.epa.gov/ncer/rfa/2007/ 2007_star_ecoimpacts. html	228	0.86%
13.	4th Annual P3 Awards Funding Opportunities NCER ORD US EPA http://es.epa.gov/ncer/rfa/2007/ 2007_p3_4thannual. html	227	0.86%
14.	P3 Award Funding Opportunities NCER ORD US EPA http://es.epa.gov/ncer/rfa/2008/ 2008_p3.html	217	0.82%
15.	2008 GRO Fellowships For Graduate Environmental Study Funding Opportunities http://es.epa.gov/ncer/rfa/2008/ 2008_gro_grad.html	213	0.81%
16.	Collaborative Science And Technology Network For Sustainability Funding Opport http://es.epa.gov/ncer/rfa/2006/ 2006_star_cns.html	210	0.80%

102 Single Access Pages

17.	Exploratory Research: Nanotechnology Research Grants Investigating Fate, Transpo http://es.epa.gov/ncer/rfa/2007/ 2007_star_nanotech. html	209	0.79%
18.	Exploratory Research: Nanotechnology Research Grants Investigating Environmental http://es.epa.gov/ncer/rfa/2005/2005_star_nano.html	180	0.68%
19.	Uncertainty Analyses of Models in Integrated Environmental Assessments Funding http://es.epa.gov/ncer/rfa/2006/ 2006_star_uncertainty.html	160	0.61%
20.	Ecology and Oceanography of Harmful Algal Blooms 2008 Grant Archives Archive http://es.epa.gov/ncer/rfa/2008/2008_star_ecohab.html	159	0.60%
	Subtotal	13,593	51.49%
	Other	12,808	48.51%
	Total	26,401	100.00%

Single Access Pages - Help Card

Single Access Page – A page on your web site that visitors open, then exit from, without viewing any other page. To qualify, the visit must be to a page with a valid document type. If the visit is to a document with a different type (such as a graphic or sound file), the file does not count as a single access page, and the visit is not included in the total. Such visits are often the result of other sites referencing a specific downloadable file or graphic on your site. In these cases, a visit may have a single hit to a non–document type file, and will not be counted in the percentage calculations.

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visits where the specified page was the exit page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle—time limit. The default idle—time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times this page was a single access page compared with other single access pages.

This information can be helpful when considering the design of the site with respect to the

Single Access Pages 103

kind of visitors you attract. Consider how well these pages convey your message. Do they need improvement to extend visits, or is it possible that are you attracting the wrong visitors?

Top Paths Through Site

This report tracks visitor activity beginning with their entry page into the site—the first page they open—then all subsequent pages during their visit. The default definition for a page in this context is defined as a document ending with the extension .htm, .html, or .asp. This definition can be changed by the system administrator.

Top Paths Through Site

	•		
Starting Page	Paths from Start	Visits	%
All Entry Pages	1. Funding Opportunities NCER ORD US EPA http://es.epa.gov/ncer/rfa/	4,455	13.17%
	1. Small Business Innovation Research Phase I Archive Funding Opportunities N http://es.epa.gov/ncer/rfa/ 2008/2008_sbir_phase1.html	2,618	7.74%
	1. Innovative and Integrative Approaches for Advancing Public Health Protection Thr http://es.epa.gov/ncer/rfa/ 2008/2008_star_water.html	2,431	7.19%
	1. Broad Agency Announcement for Conferences, Workshops, and/or Meetings Funding http://es.epa.gov/ncer/rfa/ 2008/2008_baa.html	789	2.33%
	1. Consequences of Global Change for Water Quality 2008 Grant Archives Archive http://es.epa.gov/ncer/rfa/ 2008/2008_star_gcwq.html	707	2.09%
	1. FALL 2008 EPA Science to Achieve Results (STAR) Fellowships for Graduate Environ http://es.epa.gov/ncer/rfa/ 2008/2008_star_fellow.html	699	2.07%
	1. STAR Grant Forms and Instructions Funding Opportunities NCER ORD US EPA http://es.epa.gov/ncer/rfa/ forms/	602	1.78%

1. Effects of Climate Change on Ecosystem Services Provided by Coral Reefs and Tida http://es.epa.gov/ncer/rfa/ 2004/2004_climate_change.html	380	1.12%
1. Centers for Children's Environmental Health and Disease Prevention Research Fu	356	1.05%
http://es.epa.gov/ncer/rfa/ 2005/ 2005_childrens_enviro_health.html 1. Fall 2008 GRO Fellowships For Undergraduate Environmental Study Archive Fund	306	0.90%
http://es.epa.gov/ncer/rfa/ 2008/2008_gro_undergrad.html 1. Treatment Technologies for Arsenic Removal for Small Drinking Water Systems 20	261	0.77%
http://es.epa.gov/ncer/rfa/ current/2003arsenic.html 1. Ecological Impacts from the Interactions of Climate Change, Land Use Change and	234	0.69%
http://es.epa.gov/ncer/rfa/ 2007/2007_star_ecoimpacts.html 1. 4th Annual P3 Awards Funding Opportunities NCER ORD US EPA	230	0.68%
http://es.epa.gov/ncer/rfa/ 2007/2007_p3_4thannual.html 1. P3 Award Funding Opportunities NCER ORD	221	0.65%
US EPA http://es.epa.gov/ncer/rfa/ 2008/2008_p3.html 1. 2008 GRO Fellowships For Graduate Environmental Study Funding Opportunities	218	0.64%
http://es.epa.gov/ncer/rfa/ 2008/2008_gro_grad.html 1. Exploratory Research: Nanotechnology Research	216	0.64%

Grants Investigating Fate, Transpo

http://es.epa.gov/ncer/rfa/ 2007/2007_star_nanotech.html

210 0.62%

1. Collaborative Science And Technology Network For Sustainability | Funding Opport

http://es.epa.gov/ncer/rfa/2006/2006_star_cns.html

201 0.59%

1. Funding Opportunities | NCER | ORD | US EPA

http://es.epa.gov/ncer/rfa/

2. Innovative and Integrative Approaches for Advancing Public Health Protection Thr http://es.epa.gov/ncer/rfa/ 2008/2008_star_water.html

194 0.57%

1. Exploratory Research:
Nanotechnology Research
Grants Investigating
Environmental
http://es.epa.gov/ncer/rfa/

http://es.epa.gov/ncer/rfa/2005/2005_star_nano.html

163 0.48%

1. Ecology and Oceanography of Harmful Algal Blooms | 2008 Grant Archives | Archive http://es.epa.gov/ncer/rfa/

2008/2008_star_ecohab.html

Top Paths Through Site - Help Card

Path Through Site – The sequence of pages a visitor views, from the entry page to the exit page.

Paths From Start – With the exception of the starting page, this column lists the pages of the top paths taken through your site. The paths listed are limited to the paths configured for path analysis for this profile. These lists are grouped so that more than one row has the same starting page. To see the starting page for each of these lists, look in the Starting Page column and find the first entry up from the Paths from Start row.

Starting Page – The first page, or entry page, in the full path visitors take through your site.

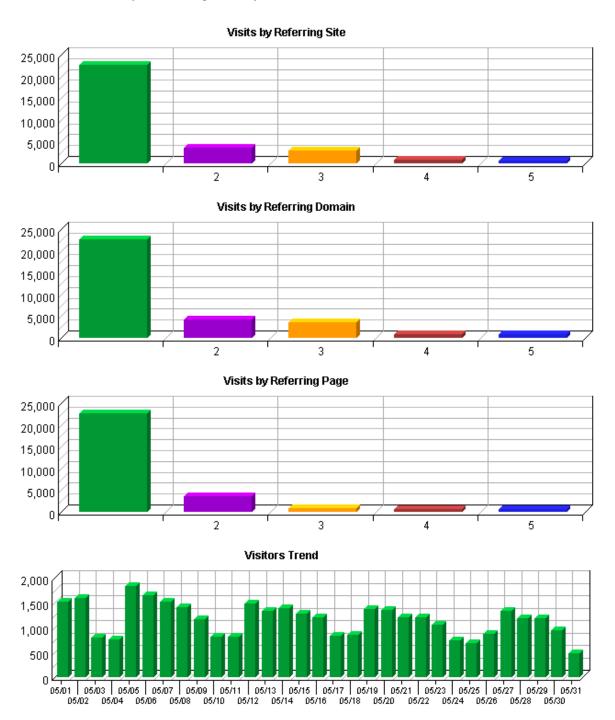
Visits – Number of visits where the specified path was followed. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times that the specified path through your site was taken compared to all other listed paths through your site.

Use this information to evaluate the design of your web site. Where do your visitors go once they reach your site? Which pages are visited first? Do your visitors appear to be looking for pages that should be more accessible?

Referrers Dashboard

The table includes statistics on the total activity for this server during the reporting period. All dates and times refer to the location of the system running the analysis.

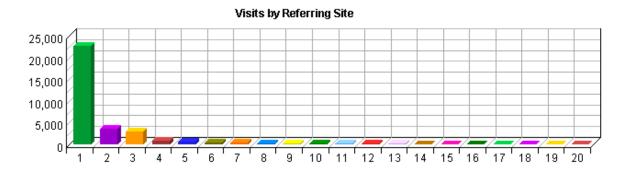


Referrers Dashboard 109

110 Referrers Dashboard

Activity by Referring Site

This report identifies the domain names and IP addresses that refer visitors to your site. This information will be displayed only if your server is logging this information.



Activity by Referring Site

	Site	Visits	%
1.	No Referrer	22,608	63.22%
2.	http://www.google.com/	3,698	10.34%
3.	http://es.epa.gov/	3,047	8.52%
4.	http://www.sbir.gov/	919	2.57%
5.	http://www07.grants.gov/	647	1.81%
6.	http://images.google.com/	422	1.18%
7.	http://search.yahoo.com/	393	1.10%
8.	http://nlquery.epa.gov/	210	0.59%
9.	http://www.grants.gov/	183	0.51%
10.	http://www.google.co.in/	174	0.49%
11.	http://www.epa.gov/	158	0.44%
12.	http://www.google.co.uk/	125	0.35%
13.	http://www.google.ca/	118	0.33%
14.	http://www.google.com.au/	94	0.26%
15.	http://cfpub.epa.gov/	84	0.23%
16.	http://images.google.co.uk/	82	0.23%
17.	http://search.live.com/	63	0.18%
18.	http://www.ask.com/	60	0.17%
19.	http://images.google.co.in/	58	0.16%
20.	http://search.msn.com/	51	0.14%
	Subtotal	33,194	92.82%
	Other	2,568	7.18%
	Total	35,762	100.00%

Activity by Referring Site - Help Card

Referring Sites – A web site which refers a visitor to your site by linking to it.

Site – Specific referring site being analyzed.

Visits – Number of times the specified site referred visitors to your site.

% – Percentage of referrals that came from the specified site.

No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

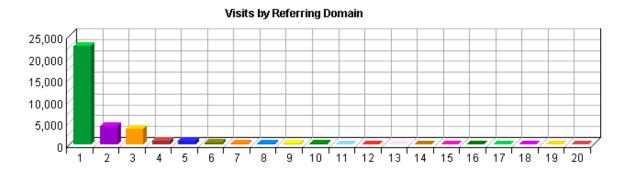
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

S.

You can use this page to determine which sites are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

Activity by Referring Domain

This report identifies the top-level domains that refer visitors to your site. This information will be displayed only if your server is logging this information.



Activity by Referring Domain

	Domain	Visits	%
1.	No Referrer	22,608	63.22%
2.	google.com	4,146	11.59%
3.	epa.gov	3,554	9.94%
4.	sbir.gov	919	2.57%
5.	grants.gov	830	2.32%
6.	yahoo.com	518	1.45%
7.	google.co.in	233	0.65%
8.	google.co.uk	207	0.58%
9.	google.ca	159	0.44%
10.	google.com.au	128	0.36%
11.	live.com	104	0.29%
12.	zyn.com	80	0.22%
13.	ask.com	62	0.17%
14.	google.com.pk	56	0.16%
15.	aol.com	56	0.16%
16.	google.co.za	52	0.15%
17.	msn.com	52	0.15%
18.	sba.gov	50	0.14%
19.	cos.com	48	0.13%
20.	google.cn	48	0.13%
	Subtotal	33,910	94.82%
	Other	1,852	5.18%
	Total	35,762	100.00%

Activity by Referring Domain - Help Card

Referring Domain – A web site which refers a visitor to your site by linking to it.

Domain – Specific referring domain being analyzed.

Visits – Number of times the specified domain referred visitors to your site.

% – Percentage of referrals that came from the specified domain.

No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

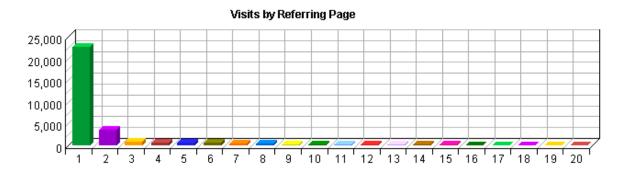
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

S.

You can use this page to determine which domains are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

Activity by Referring Page

This report provides the pages from the sites with links to your site. This information will only be displayed if your server is logging the referrer information.



Activity by Referring Page

	Page	Visits	%
1.	No Referrer	22,608	63.22%
2.	http://www.google.com/search	3,625	10.14%
3.	http://www.sbir.gov/ solicitations/	826	2.31%
4.	http://es.epa.gov/ncer/sbir/	696	1.95%
5.	http://es.epa.gov/ncer/	659	1.84%
6.	http://es.epa.gov/ncer/fellow/	631	1.76%
7.	http://images.google.com/ imgres	422	1.18%
8.	http://www07.grants.gov/ search/search.do	335	0.94%
9.	http://search.yahoo.com/ search	255	0.71%
10.	http://nlquery.epa.gov/ epasearch/epasearch	210	0.59%
11.	http://www.google.co.in/ search	173	0.48%
12.	http://es.epa.gov/ncer/sbir/ current_solicitation.html	171	0.48%
13.	http://es.epa.gov/ncer/grants/	168	0.47%
14.	http://www.google.co.uk/ search	121	0.34%
15.	http://www.google.ca/search	117	0.33%
16.	http://www.sbir.gov/ solicitations/index.htm	93	0.26%
17.	http://www.google.com.au/ search	92	0.26%
18.	http://images.google.co.uk/ imgres	82	0.23%
19.	http://search.live.com/ results.aspx	62	0.17%
20.	http://www.ask.com/web	59	0.16%
	Subtotal	31,405	87.82%
	Other	4,357	12.18%
	Total	35,762	100.00%

Activity by Referring Page - Help Card

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visitors referred from the specified URL.

% – Percentage of referred visitors who came from the specified site.

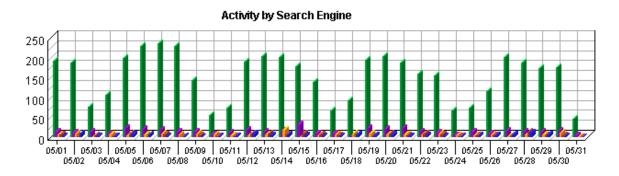
No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

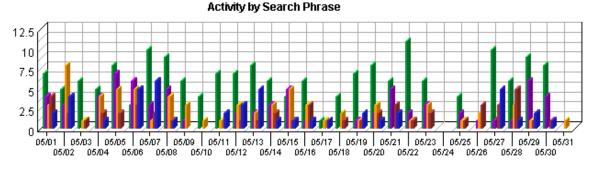
You can use this information to determine the sites that provide the most referrals to your site. This can help when considering the most effective ways to attract visitors.

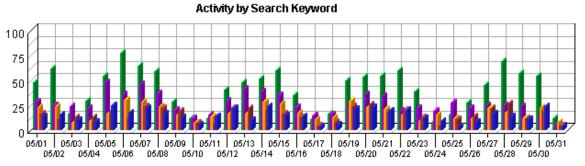
Search Engines Dashboard

This dashboard summarizes important information related to specific search engines.







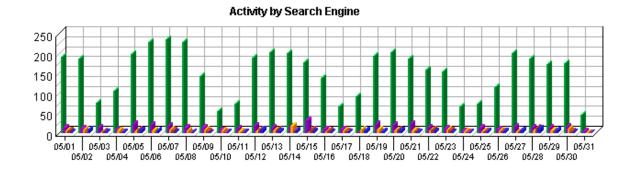


Activity by Search Engine

The first table identifies which search engines referred visitors to your site most often, the number of referrals, and its percentage of the total.

The second table identifies the most popular search phrases for each search engine.

The third table identifies the most popular keywords for each search engine.



Activity by Search Engine

	Engines	Referrals	%
1.	google	4,745	79.59%
2.	yahoo	449	7.53%
3.	google uk	211	3.54%
4.	google canada	168	2.82%
5.	google australia	138	2.31%
6.	msn	54	0.91%
7.	google germany	42	0.70%
8.	aol netfind	39	0.65%
9.	google italy	30	0.50%
10.	google france	27	0.45%
11.	yahoo spain	10	0.17%
12.	google japan	8	0.13%
13.	yahoo singapore	6	0.10%
14.	yahoo japan	5	0.08%
15.	altavista	4	0.07%
16.	yandex	4	0.07%
17.	netscape	3	0.05%
18.	google austria	3	0.05%
19.	yahoo taiwan	2	0.03%
20.	searchalot	2	0.03%
	Subtotal	5,950	99.80%
	Total	5,962	100.00%

Activity by Search Engines with Search Phrases Detail

Engines	Phrases	Referrals	9/0
1. google	forms	113	1.90%
	epa star	67	1.12%
	epa	66	1.11%
	epa grants	46	0.77%
	epa funding	42	0.70%
	health	29	0.49%
	change	28	0.47%
	epa star grants	28	0.47%
	environmental grants	27	0.45%
	research grants	25	0.42%
	climate change	23	0.39%
	citral pdf catalyst	21	0.35%
	epa gro	21	0.35%
	epa star 2008	20	0.34%
	broad agency announcement	17	0.29%
	arsenic health effects	17	0.29%
	environmental funding	15	0.25%
	epa research grants	15	0.25%
	epa star 2008 recipients	14	0.23%
	rfa	14	0.23%
2. yahoo	environmental valuation	7	0.12%
	epa star	6	0.10%
	sf 424a instructions	5	0.08%
	consequences of air pollution	5	0.08%
	epa rfp	4	0.07%
	epa funding	4	0.07%
	epa star fellowship	4	0.07%
	epa grants	3	0.05%
	used cars	2	0.03%
	us epa region 2008 grant rfp	2	0.03%
	epa gro fellowship 2008 recipient	2	0.03%
	how to apply individual grant from federal	2	0.03%
	sustainability research grants us	2	0.03%
	synthesis of nanoscale zero valent iron.pdf	2	0.03%
	federal research fellowships	2	0.03%
	innovative and integrative approaches for advancing public health protection through water infrastructure sustainability	2	0.03%

	epa and pollution payments	2	0.03%
	emissions and consequences	2	0.03%
	epa analyzing(memphis,tn)	2	0.03%
	epa lobbying form	2	0.03%
3. google uk	forms	40	0.67%
	climate change	6	0.10%
	change	6	0.10%
	health	5	0.08%
	interdisciplinary approach	4	0.07%
	environmental health	2	0.03%
	humans health	2	0.03%
	biomarkers	2	0.03%
	key points of public health	2	0.03%
	aquatic ecosystem	2	0.03%
	market mechanisms	2	0.03%
	long term effects decreased heart rate	1	0.02%
	toxicological risk assessment influence diagrams	1	0.02%
	department of health uk nsfs	1	0.02%
	undergraduate environment	1	0.02%
	effects of climate change	1	0.02%
	general model of climate change pollution	1	0.02%
	forms for contacts and addresses	1	0.02%
	interdisciplinary approach to environmental management	1	0.02%
	california 11 major roadways in 1994	1	0.02%
4. google	forms	16	0.27%
canada	health	3	0.05%
	change	3	0.05%
	context mechanism outcome configuration	2	0.03%
	nanotechnology and grant funding projects	2	0.03%
	environmental engineering fellowships 2008	2	0.03%
	epa ncer	2	0.03%
	biomarkers exposure	2	0.03%
	technological change in transport	2	0.03%
	climate change	2	0.03%
	health continuum	2	0.03%
	great lakes pollution data in next 20 years	2	0.03%
	proposals on endocrine disrupting compounds	1	0.02%
	list of names of students of oxford university 2008	1	0.02%
	epa pm measurement method 202	1	0.02%

	watershed classification	1	0.02%
	how technology influenced population growth	1	0.02%
	soil condition in coral reefs	1	0.02%
	human evironmental interaction consequences	1	0.02%
	how is technology influenced on pollution	1	0.02%
5. google	forms	9	0.15%
australia	current techniques available to produce biodiesel filetype:doc	7	0.12%
	health	4	0.07%
	change	4	0.07%
	define estuarine environment	3	0.05%
	estuarine environment	2	0.03%
	discuss in detail research plan for concept testing	2	0.03%
	market mechanisms	2	0.03%
	climate change effects wetlands	2	0.03%
	environmental health	2	0.03%
	interdisciplinary approach	2	0.03%
	research grant and children	1	0.02%
	global change land use	1	0.02%
	us epa respiratory-tract diseases decreased lung function particulates	1	0.02%
	concomitant exposure multiples	1	0.02%
	technological changes over time and into the future	1	0.02%
	future environmental concerns	1	0.02%
	temporal	1	0.02%
	economic incentives for environmental management	1	0.02%
	land changes	1	0.02%
6. msn	greater life fellowship	2	0.03%
	tracing additives for fuel system leak sulphur hexafloride	2	0.03%
	what are the key reasons for most small-business failures in malaysia?	2	0.03%
	proposed laws that impacts the delivery of human services	1	0.02%
	plant incorporated protectants resistance management	1	0.02%
	asoka ranasinghe	1	0.02%
	<u> </u>		
	understanding method 29 mercury results	1	0.02%

	goals of treatment of pesticide toxicity to children	1	0.02%
	usepa instructions for sf-424	1	0.02%
	how could small firm utilize change management concept to meet growing technology demands	1	0.02%
	epa	1	0.02%
	epa 5700–49	1	0.02%
	small business innovative research diesel	1	0.02%
	design development delivery valuation policies	1	0.02%
	discuss the relevance of environmental analysis in project selection	1	0.02%
	statistical sampling for qc purposes for elisa	1	0.02%
	describe where you see an overlap in function or programs between national, state, and local governmental health agency website	1	0.02%
	sbir letter of transmittal	1	0.02%
	temporal transit accessibility north america	1	0.02%
7. google	ecosystem service climate change	2	0.03%
germany	forms	2	0.03%
	chances and risks fiscal year	2	0.03%
	gro	1	0.02%
	statistics environment	1	0.02%
	climate change business	1	0.02%
	material sciences technology transfer results success	1	0.02%
	application nanotechnology	1	0.02%
	citation timekeeper award	1	0.02%
	usepa	1	0.02%
	uv fullspectrum uv lamp xenopus	1	0.02%
	zebrafisch systembiologie	1	0.02%
	global star agency	1	0.02%
	epa genetically engineered crops	1	0.02%
	intensity of exposure statistics	1	0.02%
	boumans, roelof m. j. contact	1	0.02%
	sex hormones originating from different lifestock production systems 2007 lange	1	0.02%
	epa sample submission download	1	0.02%
	environmental protection agency epa 2006	1	0.02%
	biomarker effect	1	0.02%
8. aol netfind	epa	2	0.03%
	contacts forms	1	0.02%

	key contacts form	1	0.02%
	greater research opportunites program, epa	1	0.02%
	change in ecosystem	1	0.02%
	service disabled veteran owned small business and 2008 and proposals	1	0.02%
	funding	1	0.02%
	possible outcomes for ge foods	1	0.02%
	possible outcomes of ge foods	1	0.02%
	related:www.epa.gov/climatechange/	1	0.02%
	united states protection agengy	1	0.02%
	air travel spatially	1	0.02%
	budget for bioremediation	1	0.02%
	where can found the naics code for bio fuels small women own native america	1	0.02%
	epa forms	1	0.02%
	epa or doe small business set-aside grants	1	0.02%
	enviromental protection agency commerical truck grants	1	0.02%
	cultural practice that unusual	1	0.02%
	pictures of aquatic ecosystems	1	0.02%
	grants for environmental impact based small businesses	1	0.02%
9. google italy	climate change cost of adaptation	2	0.03%
	ncer fao	2	0.03%
	valuation grant application	1	0.02%
	epa registration regulatory consultant list	1	0.02%
	model uncertainty in decision support call center	1	0.02%
	epa manual statistical methods	1	0.02%
	list harmful algal bloom	1	0.02%
	methods particulate matter	1	0.02%
	land use modeling climate change	1	0.02%
	biomarkers of effect	1	0.02%
	assessment of the allergenic potential of genetically	1	0.02%
		1	0.02%
	genetically		
	genetically inductively coupled plasm (epa)	1	0.02%
	genetically inductively coupled plasm (epa) grants research 2008 italia us	1 1	0.02% 0.02%
	genetically inductively coupled plasm (epa) grants research 2008 italia us in situ remediation epa us epa toward integrated environmental	1 1 1	0.02% 0.02% 0.02%
	genetically inductively coupled plasm (epa) grants research 2008 italia us in situ remediation epa us epa toward integrated environmental decision—making	1 1 1	0.02% 0.02% 0.02% 0.02%

	animal welfare, production, transformation, transport and. distribution	1	0.02%
	post doc position natural environment communication	1	0.02%
10. google france	describe the cause and consequences of global climate change	2	0.03%
	hypospadias edc exposure	1	0.02%
	mercury cycle transformation	1	0.02%
	epa soil pollution	1	0.02%
	star fellows	1	0.02%
	bloom oceanography	1	0.02%
	$d\tilde{A} @ f\tilde{A} @ rent$ type of aquatic ecosystem	1	0.02%
	johnson et al. 2001b; malformations terminology	1	0.02%
	baa research grant program	1	0.02%
	air pollution the consequences	1	0.02%
	biological marker and targetting population in evaluation	1	0.02%
	encystment of phytoplankton	1	0.02%
	consequences of activities on environment	1	0.02%
	nanotechnologies	1	0.02%
	green environment techno kampuchea	1	0.02%
	standard epa classification	1	0.02%
	environmental activity animal	1	0.02%
	world atlas of corals reefs spalding	1	0.02%
	methods for costing of environmental programmes	1	0.02%
	mrna ecosystems	1	0.02%
11. yahoo spain	biomarkers	2	0.03%
	coral reef and climate change	1	0.02%
	epa method treatement water with pesticide from drinking water	1	0.02%
	welfare applications	1	0.02%
	find individual email addresses in micronesia	1	0.02%
	alternative equilibria hypothesis shallow lakes	1	0.02%
	effects of climate change	1	0.02%
	epa method ozone application pesticides drinking water	1	0.02%
	climate change on ecosystem	1	0.02%
12. google	stoker edstac endocrine disrupting	1	0.02%
japan	national center for computational toxicology	1	0.02%
	environment risk research fellowship	1	0.02%

		endocrine disruptor hazard identification	1	0.02%
		epa, johnson, rfa	1	0.02%
		public health us research fellowship 2009	1	0.02%
		mission analysis	1	0.02%
		epa/190-r-97-002	1	0.02%
13. yaho	00	technological awards	1	0.02%
singapore		give the names of 16 child diseases	1	0.02%
		outcome indicators of acceptance	1	0.02%
		what are the consequences of air pollution on environment?	1	0.02%
		malformations frogs proposal report	1	0.02%
		applications of star topology	1	0.02%
14. yaho	oo japan	epa endocrin	1	0.02%
		nmfrc reference chromium analysis	1	0.02%
		endocrine disrupters explanation whitehouse and exogenous	1	0.02%
		nmfrc epa chromium analytical methods	1	0.02%
		epa bottle technique	1	0.02%
15. altav	/ista	corporate environmental behaviour	1	0.02%
		tows implementation	1	0.02%
		ansi biobased cleaner	1	0.02%
		statistical design	1	0.02%
16. yand	lex	environmental projects funding opportunities	2	0.03%
		fluer of innovation	1	0.02%
		http://awards.the-light.ru/texts/view/70	1	0.02%
17. netse	cape	epa	2	0.03%
		benefits transfer	1	0.02%
18. goog	gle	research funding	1	0.02%
austria		nanotechnology environment	1	0.02%
		transformation of scientific knowledge	1	0.02%
19. yaho	00	particulate source	1	0.02%
taiwan		physiologically based pharmacokinetic modeling	1	0.02%
20. searc	chalot	types cf biomarkers with references	1	0.02%
		what is biomarkers with references	1	0.02%

Activity by Search Engines with Keywords Detail

Engines	Keywords	Referrals	%
1. google	epa	1,119	18.77%
	of	638	10.70%
	environmental	425	7.13%

	research	388	6.51%
	2008	329	5.52%
	for	323	5.42%
	grants	317	5.32%
	the	305	5.12%
	star	304	5.10%
	in	289	4.85%
	change	287	4.81%
	health	278	4.66%
	funding	266	4.46%
	climate	231	3.87%
	grant	229	3.84%
	water	210	3.52%
	on	174	2.92%
	air	161	2.70%
	forms	150	2.52%
	quality	149	2.50%
2. yahoo	epa	103	1.73%
	environmental	65	1.09%
	of	56	0.94%
	research	53	0.89%
	for	49	0.82%
	the	37	0.62%
	in	34	0.57%
	on	26	0.44%
	grant	26	0.44%
	pollution	23	0.39%
	star	21	0.35%
	2008	20	0.34%
	air	19	0.32%
	funding	18	0.30%
	phase	17	0.29%
	health	16	0.27%
	grants	15	0.25%
	fellowship	15	0.25%
	water	14	0.23%
	sustainability	11	0.18%
3. google uk	forms	42	0.70%
	of	28	0.47%
	change	26	0.44%
	health	24	0.40%
	environmental	19	0.32%

	for	19	0.32%
	the	18	0.30%
	climate	17	0.29%
	in	16	0.27%
	research	12	0.20%
	on	11	0.18%
	to	10	0.17%
	human	8	0.13%
	approach	7	0.12%
	market	7	0.12%
	environment	7	0.12%
	effects	6	0.10%
	interdisciplinary	6	0.10%
	mechanisms	6	0.10%
	public	5	0.08%
4. google canada	of	27	0.45%
	health	20	0.34%
	epa	18	0.30%
	in	16	0.27%
	for	16	0.27%
	forms	16	0.27%
	research	12	0.20%
	change	11	0.18%
	us	8	0.13%
	pollution	7	0.12%
	environmental	7	0.12%
	the	7	0.12%
	risk	6	0.10%
	2008	6	0.10%
	how	6	0.10%
	food	5	0.08%
	biomarkers	5	0.08%
	human	5	0.08%
	on	5	0.08%
	air	5	0.08%
5. google australia	of	23	0.39%
	change	20	0.34%
	health	17	0.29%
	environmental	16	0.27%
	for	14	0.23%
	climate	13	0.22%
	in	11	0.18%

	to	11	0.18%
	research	11	0.18%
	ecosystem	10	0.17%
	the	10	0.17%
	forms	9	0.15%
	environment	8	0.13%
	effects	8	0.13%
	biodiesel	7	0.12%
	available	7	0.12%
	filetype:doc	7	0.12%
	current	7	0.12%
	techniques	7	0.12%
	produce	7	0.12%
6. msn	of	10	0.17%
	for	10	0.17%
	the	9	0.15%
	in	8	0.13%
	environmental	7	0.12%
	epa	6	0.10%
	to	5	0.08%
	what	4	0.07%
	malaysia?	3	0.05%
	system	3	0.05%
	small	3	0.05%
	programs	3	0.05%
	application	3	0.05%
	project	3	0.05%
	are	3	0.05%
	treatment	3	0.05%
	fellowship	2	0.03%
	most	2	0.03%
	human	2	0.03%
	impacts	2	0.03%
7. google germany	of	4	0.07%
	epa	3	0.05%
	for	3	0.05%
	climate	3	0.05%
	effect	3	0.05%
	change	3	0.05%
	technology	3	0.05%
	environmental	3	0.05%
	agency	3	0.05%

	ecosystem	3	0.05%
	forms	2	0.03%
	biomarker	2	0.03%
	service	2	0.03%
	chances	2	0.03%
	uv	2	0.03%
	research	2	0.03%
	protection	2	0.03%
	risks	2	0.03%
	material	2	0.03%
	fiscal	2	0.03%
8. aol netfind	grants	6	0.10%
	for	6	0.10%
	epa	5	0.08%
	small	4	0.07%
	to	3	0.05%
	of	3	0.05%
	research	3	0.05%
	environmental	3	0.05%
	protection	3	0.05%
	2008	3	0.05%
	agency	2	0.03%
	is	2	0.03%
	business	2	0.03%
	ge	2	0.03%
	ecosystems	2	0.03%
	outcomes	2	0.03%
	academic	2	0.03%
	cultural	2	0.03%
	change	2	0.03%
	foods	2	0.03%
9. google italy	of	9	0.15%
	epa	5	0.08%
	climate	3	0.05%
	change	3	0.05%
	the	3	0.05%
	fao	2	0.03%
	us	2	0.03%
	protection	2	0.03%
	human	2	0.03%
	ncer	2	0.03%
	environmental	2	0.03%

	in	2	0.03%
	adaptation	2	0.03%
	methods	2	0.03%
	list	2	0.03%
	cost	2	0.03%
	environment	2	0.03%
	matter	2	0.03%
	toward	1	0.02%
	effcts	1	0.02%
10. google france	of	8	0.13%
	consequences	6	0.10%
	the	4	0.07%
	pollution	3	0.05%
	air	2	0.03%
	cause	2	0.03%
	climate	2	0.03%
	global	2	0.03%
	research	2	0.03%
	epa	2	0.03%
	describe	2	0.03%
	environment	2	0.03%
	ecosystem	2	0.03%
	change	2	0.03%
	environmental	2	0.03%
	al.	1	0.02%
	coral	1	0.02%
	hypospadias	1	0.02%
	methods	1	0.02%
	for	1	0.02%
11. yahoo spain	change	3	0.05%
	water	3	0.05%
	climate	3	0.05%
	drinking	2	0.03%
	epa	2	0.03%
	biomarkers	2	0.03%
	method	2	0.03%
	reef	1	0.02%
	hypothesis	1	0.02%
	pesticide	1	0.02%
	applications	1	0.02%
	on	1	0.02%
	find	1	0.02%

	micronesia	1	0.02%
	ozone	1	0.02%
	effects	1	0.02%
	shallow	1	0.02%
	in	1	0.02%
	addresses	1	0.02%
	pesticides	1	0.02%
12. google japan	endocrine	2	0.03%
	fellowship	2	0.03%
	national	1	0.02%
	epa,	1	0.02%
	us research	1	0.02%
	computational	1	0.02%
	health	1	0.02%
	public	1	0.02%
	toxicology	1	0.02%
	edstac	1	0.02%
	center	1	0.02%
	2009	1	0.02%
	analysis	1	0.02%
	stoker	1	0.02%
	risk	1	0.02%
	environment	1	0.02%
	for	1	0.02%
	johnson,	1	0.02%
	disrupting	1	0.02%
	disruptor	1	0.02%
13. yahoo singapore	of	4	0.07%
	the	2	0.03%
	proposal	1	0.02%
	names	1	0.02%
	child	1	0.02%
	technological	1	0.02%
	acceptance	1	0.02%
	indicators	1	0.02%
	give	1	0.02%
	frogs	1	0.02%
	topology	1	0.02%
	star	1	0.02%
	diseases	1	0.02%
	report	1	0.02%
	what	1	0.02%

	are	1	0.02%
	consequences	1	0.02%
	malformations	1	0.02%
	air	1	0.02%
	pollution	1	0.02%
14. yahoo japan	ера	3	0.05%
	chromium	2	0.03%
	nmfrc	2	0.03%
	analysis	1	0.02%
	technique	1	0.02%
	methods	1	0.02%
	endocrin	1	0.02%
	endocrine	1	0.02%
	disrupters	1	0.02%
	explanation	1	0.02%
	exogenous	1	0.02%
	whitehouse	1	0.02%
	analytical	1	0.02%
	reference	1	0.02%
	bottle	1	0.02%
15. altavista	behaviour	1	0.02%
	corporate	1	0.02%
	biobased	1	0.02%
	cleaner	1	0.02%
	tows	1	0.02%
	ansi	1	0.02%
	implementation	1	0.02%
	environmental	1	0.02%
	design	1	0.02%
	statistical	1	0.02%
16. yandex	opportunities	2	0.03%
	environmental	2	0.03%
	projects	2	0.03%
	funding	2	0.03%
	innovation	1	0.02%
	of	1	0.02%
	fluer	1	0.02%
	http://awards.the-light.ru/texts/view/70	1	0.02%
17. netscape	epa	2	0.03%
	transfer	1	0.02%
	benefits	1	0.02%
18. google austria	funding	1	0.02%

	scientific	1	0.02%
	environment	1	0.02%
	nanotechnology	1	0.02%
	knowledge	1	0.02%
	research	1	0.02%
	of	1	0.02%
	transformation	1	0.02%
19. yahoo taiwan	based	1	0.02%
	modeling	1	0.02%
	source	1	0.02%
	pharmacokinetic	1	0.02%
	particulate	1	0.02%
	physiologically	1	0.02%
20. searchalot	biomarkers	2	0.03%
	references	2	0.03%
	with	2	0.03%
	cf	1	0.02%
	is	1	0.02%
	types	1	0.02%
	what	1	0.02%

Activity by Search Engine – Help Card

? Top Search Engines Table

Engines – Specific search engine being analyzed.

Referrers – Number of visitors referred to your site from the specified search engine.

% – Percentage of visitors referred from search engines who were referred by the search engine specified.

Top Search Engines with Search Phrases Detail Table

Engines – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Phrases – The search phrases being analyzed in conjunction with the search engine in the adjacent column. A search phrase is the entire search string entered by a visitor, which can include one or more individual keywords.

Referrers – Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and phrase.

Top Search Engines with Keywords Detail Table

Engines – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Keywords – The search keywords being analyzed in conjunction with the search engine in the adjacent column.

Referrals – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and keyword.



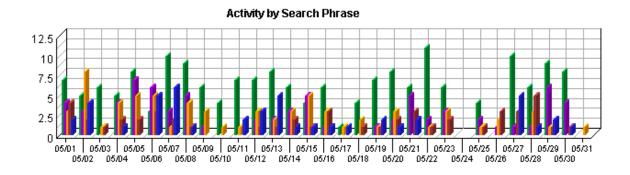
This information can give you an idea how your meta tags are performing with each search engine.

Activity by Search Phrase

The threshold set for this section in the wtm_wtx.ini file was reached. Results shown in tables and graphs do not reflect the entire contents of the log file(s).

The first table identifies search phrases that led the most visitors to your site, regardless of the search engine they used.

The second table identifies, for each phrase, which search engines led visitors to the site.



Activity by Search Phrase

	Phrases	Referrals	%
1.	forms	181	3.04%
2.	epa star	74	1.24%
3.	epa	71	1.19%
4.	epa grants	49	0.82%
5.	epa funding	47	0.79%
6.	change	41	0.69%
7.	health	41	0.69%
8.	climate change	34	0.57%
9.	environmental grants	28	0.47%
10.	epa star grants	28	0.47%
11.	research grants	27	0.45%
12.	epa gro	21	0.35%
13.	epa star 2008	20	0.34%
14.	arsenic health effects	18	0.30%
15.	broad agency announcement	17	0.29%
16.	epa star fellowship	16	0.27%
17.	environmental funding	16	0.27%
18.	epa research grants	15	0.25%
19.	epa ncer	14	0.23%
20.	rfa	14	0.23%
	Subtotal	772	12.95%
	Total	5,960	100.00%

Activity by Search Phrase with Engines Detail

Phrases	Engines	Referrals	%
1. forms	google	113	1.90%
	google uk	40	0.67%
	google canada	16	0.27%
	google australia	9	0.15%
	google germany	2	0.03%
	google italy	1	0.02%
2. epa star	google	67	1.12%
	yahoo	6	0.10%
	google canada	1	0.02%
3. epa	google	66	1.11%
	aol netfind	2	0.03%
	netscape	2	0.03%
	msn	1	0.02%
4. epa grants	google	46	0.77%
	yahoo	3	0.05%
5. epa funding	google	42	0.70%
	yahoo	4	0.07%
	google italy	1	0.02%
6. change	google	28	0.47%
	google uk	6	0.10%
	google australia	4	0.07%
	google canada	3	0.05%
7. health	google	29	0.49%
	google uk	5	0.08%
	google australia	4	0.07%
	google canada	3	0.05%
8. climate change	google	23	0.39%
	google uk	6	0.10%
	google canada	2	0.03%
	aol netfind	1	0.02%
	yahoo	1	0.02%
	google australia	1	0.02%
9. environmental grants	google	27	0.45%
	yahoo	1	0.02%
10. epa star grants	google	28	0.47%
11. research grants	google	25	0.42%
	google uk	1	0.02%
	aol netfind	1	0.02%

12.	epa gro	google	21	0.35%
13.	epa star 2008	google	20	0.34%
14.	arsenic health effects	google	17	0.29%
		google canada	1	0.02%
15.	broad agency announcement	google	17	0.29%
16.	epa star fellowship	google	12	0.20%
		yahoo	4	0.07%
17.	environmental funding	google	15	0.25%
		google uk	1	0.02%
18.	epa research grants	google	15	0.25%
19.	epa ncer	google	11	0.18%
		google canada	2	0.03%
		yahoo	1	0.02%
20.	rfa	google	14	0.23%

Activity by Search Phrase - Help Card

? Top Search Phrases Table

Phrases – The specific search phrases being analyzed. A search phrase is the entire search string entered by a visitor. It can include one or more keywords.

Referrals – Number of visitors referred to your site who used the specified search phrase, regardless of the search engine they used.

% – Percentage of referred visitors who used the specified search phrase.

Top Search Phrases with Engines Detail Table

Engines – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Phrase – The search phrase a visitor used to find your site.

Referrals– Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and phrase.

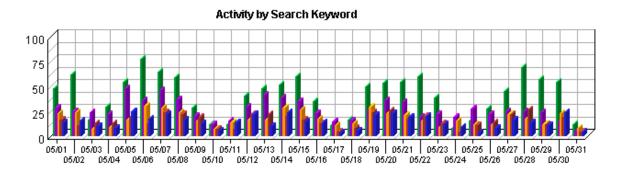
O

How are people getting to your site? Use these tables to find out if your visitors are using the search phrases you expect. Do you need to use different keywords in page titles to make it easier for people to find your site with search engines?

Activity by Search Keyword

The first table identifies keywords that led the most visitors to the site (regardless of the search engine).

The second table identifies, for each keyword, which search engines led visitors to the site.



Activity by Search Keyword

1. epa 1,279 2. of 817 3. environmental 555 4. research 488 5. for 445 6. the 397 7. in 379	5.09% 3.25% 2.21% 1.94%
3. environmental 555 4. research 488 5. for 445 6. the 397	2.21%
4. research 488 5. for 445 6. the 397	
5. for 445 6. the 397	1.94%
6. the 397	
	1.77%
7. in 379	1.58%
	1.51%
8. 2008 365	1.45%
9. change 364	1.45%
10. health 360	1.43%
11. grants 345	1.37%
12. star 331	1.32%
13. funding 305	1.21%
14. climate 284	1.13%
15. grant 266	1.06%
16. water 238	0.95%
17. on 227	0.90%
18. forms 227	0.90%
19. air 197	0.78%
20. to 191	0.76%
Subtotal 8,060	32.09%
Total 25,116	100.00%

Activity by Search Keyword with Engines Detail

Keywords	Engines	Referrals	%
1. epa	google	1,119	4.46%
	yahoo	103	0.41%
	google canada	18	0.07%
	msn	6	0.02%
	google australia	5	0.02%
	aol netfind	5	0.02%
	google uk	5	0.02%
	google italy	5	0.02%
	google germany	3	0.01%
	yahoo japan	3	0.01%
	google france	2	0.01%
	yahoo spain	2	0.01%
	netscape	2	0.01%
	yahoo france	1	0.00%
2. of	google	638	2.54%
	yahoo	56	0.22%
	google uk	28	0.11%
	google canada	27	0.11%
	google australia	23	0.09%
	msn	10	0.04%
	google italy	9	0.04%
	google france	8	0.03%
	google germany	4	0.02%
	yahoo singapore	4	0.02%
	aol netfind	3	0.01%
	cnet search.com	2	0.01%
	yahoo india	1	0.00%
	google austria	1	0.00%
	yandex	1	0.00%
	yahoo spain	1	0.00%
	mamma	1	0.00%
3. environmental	google	425	1.69%
	yahoo	65	0.26%
	google uk	19	0.08%
	google australia	16	0.06%
	msn	7	0.03%
	google canada	7	0.03%
	aol netfind	3	0.01%
	google germany	3	0.01%

	google italy	2	0.01%
	google france	2	0.01%
	yandex	2	0.01%
	yahoo india	2	0.01%
	altavista	1	0.00%
	yahoo uk &ireland	1	0.00%
4. research	google	388	1.54%
	yahoo	53	0.21%
	google canada	12	0.05%
	google uk	12	0.05%
	google australia	11	0.04%
	aol netfind	3	0.01%
	google germany	2	0.01%
	google france	2	0.01%
	msn	2	0.01%
	google austria	1	0.00%
	google japan	1	0.00%
	google italy	1	0.00%
5. for	google	323	1.29%
	yahoo	49	0.20%
	google uk	19	0.08%
	google canada	16	0.06%
	google australia	14	0.06%
	msn	10	0.04%
	aol netfind	6	0.02%
	google germany	3	0.01%
	google france	1	0.00%
	mamma	1	0.00%
	yahoo india	1	0.00%
	google japan	1	0.00%
	cnet search.com	1	0.00%
6. the	google	305	1.21%
	yahoo	37	0.15%
	google uk	18	0.07%
	google australia	10	0.04%
	msn	9	0.04%
	google canada	7	0.03%
	google france	4	0.02%
	google italy	3	0.01%
	yahoo singapore	2	0.01%
	google germany	1	0.01%
	aol netfind	1	0.00%
	aoi neuma	1	0.00%

7. in	google	289	1.15%
	yahoo	34	0.14%
	google canada	16	0.06%
	google uk	16	0.06%
	google australia	11	0.04%
	msn	8	0.03%
	google italy	2	0.01%
	yahoo spain	1	0.00%
	google france	1	0.00%
	aol netfind	1	0.00%
8. 2008	google	329	1.31%
	yahoo	20	0.08%
	google canada	6	0.02%
	google uk	5	0.02%
	aol netfind	3	0.01%
	google australia	1	0.00%
	google italy	1	0.00%
9. change	google	287	1.14%
	google uk	26	0.10%
	google australia	20	0.08%
	google canada	11	0.04%
	yahoo	6	0.02%
	yahoo spain	3	0.01%
	google italy	3	0.01%
	google germany	3	0.01%
	aol netfind	2	0.01%
	google france	2	0.01%
	msn	1	0.00%
10. health	google	278	1.11%
	google uk	24	0.10%
	google canada	20	0.08%
	google australia	17	0.07%
	yahoo	16	0.06%
	msn	2	0.01%
	google italy	1	0.00%
	google japan	1	0.00%
	google germany	1	0.00%
11. grants	google	317	1.26%
	yahoo	15	0.06%
	aol netfind	6	0.02%
	google uk	3	0.01%
	google canada	2	0.01%

	google germany	1	0.00%
	google italy	1	0.00%
12. star	google	304	1.21%
	yahoo	21	0.08%
	google uk	2	0.01%
	google germany	1	0.00%
	google france	1	0.00%
	google canada	1	0.00%
	yahoo singapore	1	0.00%
13. funding	google	266	1.06%
•	yahoo	18	0.07%
	google canada	5	0.02%
	google uk	5	0.02%
	google australia	3	0.01%
	yandex	2	0.01%
	msn	2	0.01%
	google france	1	0.00%
	aol netfind	1	0.00%
	google austria	1	0.00%
	google italy	1	0.00%
14. climate	google	231	0.92%
	google uk	17	0.07%
	google australia	13	0.05%
	yahoo	7	0.03%
	google canada	4	0.02%
	google italy	3	0.01%
	google germany	3	0.01%
	yahoo spain	3	0.01%
	google france	2	0.01%
	aol netfind	1	0.00%
15. grant	google	229	0.91%
	yahoo	26	0.10%
	google canada	4	0.02%
	google uk	2	0.01%
	google australia	2	0.01%
	google france	1	0.00%
	google italy	1	0.00%
	msn	1	0.00%
16. water	google	210	0.84%
	yahoo	14	0.06%
	google canada	4	0.02%
	yahoo spain	3	0.01%

	google uk	2	0.01%
	msn	2	0.01%
	google australia	1	0.00%
	google france	1	0.00%
	mamma	1	0.00%
17. on	google	174	0.69%
	yahoo	26	0.10%
	google uk	11	0.04%
	google canada	5	0.02%
	google australia	4	0.02%
	google italy	1	0.00%
	google france	1	0.00%
	yahoo spain	1	0.00%
	yahoo singapore	1	0.00%
	yahoo india	1	0.00%
	aol netfind	1	0.00%
	google germany	1	0.00%
18. forms	google	150	0.60%
	google uk	42	0.17%
	google canada	16	0.06%
	google australia	9	0.04%
	yahoo	5	0.02%
	aol netfind	2	0.01%
	google germany	2	0.01%
	google italy	1	0.00%
19. air	google	161	0.64%
	yahoo	19	0.08%
	google australia	6	0.02%
	google canada	5	0.02%
	google france	2	0.01%
	google uk	2	0.01%
	yahoo singapore	1	0.00%
	aol netfind	1	0.00%
20. to	google	147	0.59%
	yahoo	11	0.04%
	google australia	11	0.04%
	google uk	10	0.04%
	msn	5	0.02%
	google canada	3	0.01%
	aol netfind	3	0.01%
	yahoo india	1	0.00%

Activity by Search Keyword - Help Card

? Top Search Keywords Table

Keywords – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

Referrers – Number of visitors referred to your site with the specified keywords.

% – Percentage of visitors referred from search engines who used the specified search engine and keyword.

Top Search Keywords Table with Engines Detail Table

Engines – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Keywords – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

Referrals – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

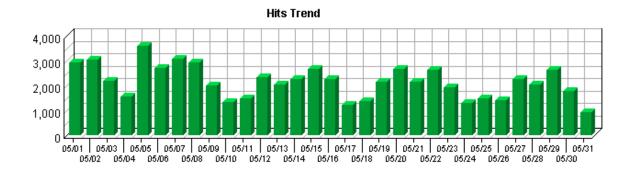
% Percentage of visitors referred from search engines who used the specified search engine and keyword.

ď

At the most basic level, this section tells you which search engines are being used most frequently to find your site. You also may find that some search engines are referring visitors to your site with the keywords you expect and that other search engines are not.

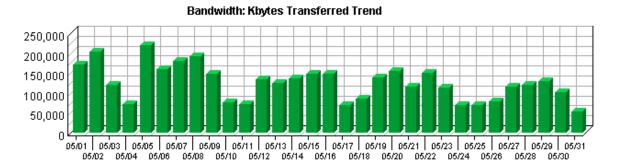
Technical Dashboard

This dashboard summarizes important information related to online technical activity.



Hit Summary

Successful Hits for Entire Site	66,287
Average Hits per Day	2,138
Home Page Hits	8,793



Technical Statistics

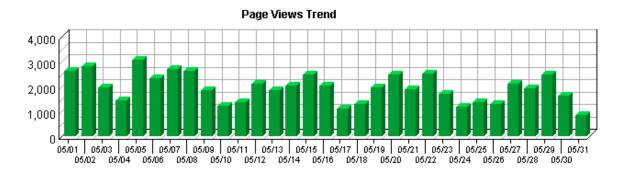
Total Hits	74,918	100%
Successful Hits	66,287	88.48%
Failed Hits	8,631	11.52%
Cached Hits	14,754	19.69%

Technical Dashboard 149

150 Technical Dashboard

Page Views Trend

This report helps you determine the bandwidth requirements of your web site by tracking page views over the course of the report period.



Page Views Trend

Time Interval	Page Views	%
05/01	2,647	4.38%
05/02	2,832	4.69%
05/03	1,980	3.28%
05/04	1,448	2.40%
05/05	3,058	5.06%
05/06	2,321	3.84%
05/07	2,713	4.49%
05/08	2,648	4.38%
05/09	1,842	3.05%
05/10	1,229	2.03%
05/11	1,371	2.27%
05/12	2,124	3.52%
05/13	1,865	3.09%
05/14	2,021	3.34%
05/15	2,463	4.08%
05/16	2,038	3.37%
05/17	1,116	1.85%
05/18	1,296	2.14%
05/19	1,976	3.27%
05/20	2,481	4.11%
05/21	1,874	3.10%
05/22	2,500	4.14%
05/23	1,713	2.84%
05/24	1,203	1.99%
05/25	1,358	2.25%

Page Views Trend 151

05/26	1,291	2.14%
05/27	2,126	3.52%
05/28	1,908	3.16%
05/29	2,472	4.09%
05/30	1,644	2.72%
05/31	865	1.43%
Total	60,423	100.00%

Page Views Trend - Help Card



Page – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Page View – A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

% – Percentage of total page views that occurred during the specified time interval.

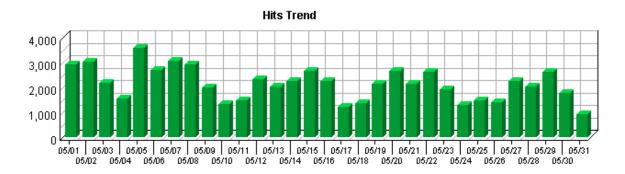


Periods of less activity can be considered good times for maintenance and content improvement.

152 Page Views Trend

Hits Trend

This report helps you learn the bandwidth requirements of your site by tracking hits over the course of the report period.



Hits Trend

Time Interval	Hits	%
05/01	2,937	4.43%
05/02	3,055	4.61%
05/03	2,168	3.27%
05/04	1,539	2.32%
05/05	3,610	5.45%
05/06	2,711	4.09%
05/07	3,057	4.61%
05/08	2,914	4.40%
05/09	2,001	3.02%
05/10	1,325	2.00%
05/11	1,476	2.23%
05/12	2,315	3.49%
05/13	2,033	3.07%
05/14	2,265	3.42%
05/15	2,684	4.05%
05/16	2,265	3.42%
05/17	1,226	1.85%
05/18	1,388	2.09%
05/19	2,142	3.23%
05/20	2,685	4.05%
05/21	2,149	3.24%
05/22	2,617	3.95%
05/23	1,930	2.91%
05/24	1,280	1.93%
05/25	1,478	2.23%

Hits Trend 153

05/26	1,393	2.10%
05/27	2,269	3.42%
05/28	2,042	3.08%
05/29	2,621	3.95%
05/30	1,787	2.70%
05/31	925	1.40%
Total	66,287	100.00%

Hits Trend - Help Card



Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

% – Percentage of hits that occurred during the specified time interval.

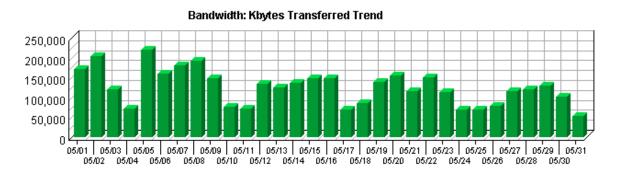


Periods of less activity can be considered good times for maintenance and content improvement.

154 Hits Trend

Bandwidth: Kbytes Transferred Trend

This report helps you see the bandwidth requirements of your site by tracking kilobytes transferred over the course of the report period.

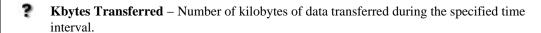


Bandwidth: Kbytes Transferred Trend

Time Interval	Kbytes Transferred	%
05/01	170,464	4.41%
05/02	203,377	5.26%
05/03	120,263	3.11%
05/04	71,613	1.85%
05/05	219,243	5.67%
05/06	158,887	4.11%
05/07	181,250	4.69%
05/08	191,676	4.96%
05/09	149,293	3.86%
05/10	75,276	1.95%
05/11	71,251	1.84%
05/12	134,306	3.48%
05/13	124,633	3.22%
05/14	136,417	3.53%
05/15	148,711	3.85%
05/16	147,700	3.82%
05/17	68,563	1.77%
05/18	85,011	2.20%
05/19	137,812	3.57%
05/20	153,992	3.98%
05/21	114,899	2.97%
05/22	149,429	3.87%
05/23	112,589	2.91%
05/24	69,101	1.79%
05/25	70,073	1.81%

05/26	78,037	2.02%
05/27	116,125	3.00%
05/28	120,963	3.13%
05/29	129,014	3.34%
05/30	101,121	2.62%
05/31	53,680	1.39%
Total	3,864,753	100.00%

Bandwidth: Kbytes Transferred Trend - Help Card



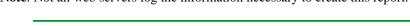
Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

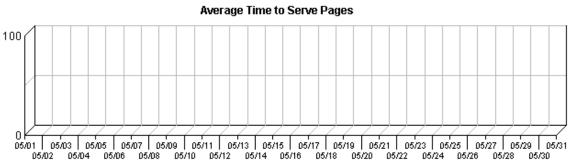
% – Percentage of total kilobytes of data transferred that were transferred during the specified time interval.

Periods of less activity can be considered good times for maintenance and content improvement.

Average Time to Serve Pages

This report displays the average amount of time (in milliseconds) it takes to serve pages. **Note**: Not all web servers log the information necessary to create this report.





Average Time to Serve Pages

Time Interval	Total Time to Serve	Pages Served	Average Time to Serve
05/01	0	2,647	0
05/02	0	2,832	0
05/03	0	1,980	0
05/04	0	1,448	0
05/05	0	3,058	0
05/06	0	2,321	0
05/07	0	2,713	0
05/08	0	2,648	0
05/09	0	1,842	0
05/10	0	1,229	0
05/11	0	1,371	0
05/12	0	2,124	0
05/13	0	1,865	0
05/14	0	2,021	0
05/15	0	2,463	0
05/16	0	2,038	0
05/17	0	1,116	0
05/18	0	1,296	0
05/19	0	1,976	0
05/20	0	2,481	0
05/21	0	1,874	0
05/22	0	2,500	0
05/23	0	1,713	0
05/24	0	1,203	0
05/25	0	1,358	0

05/26	0	1,291	0
05/27	0	2,126	0
05/28	0	1,908	0
05/29	0	2,472	0
05/30	0	1,644	0
05/31	0	865	0
Total	0	60,423	0.0

Average Time to Serve Pages - Help Card

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Total Time to Serve – The total amount of time the server spent serving documents during the specified time interval.

Pages Served – Number of pages served to visitors during the specified time interval.

Average Time to Serve – Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.

Note: Zero values in this column probably indicates that your web server is not logging Time to Serve information.

8

Consider increasing your available bandwidth if the times to serve spike at rates disproportionate to the number of documents served during the same time interval. If you see this problem and have enough bandwidth, your server power may be a factor.

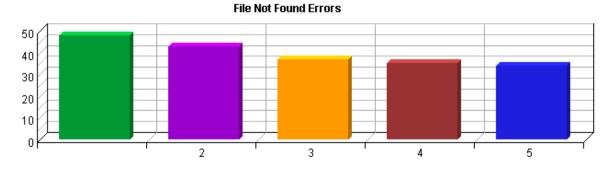
Errors Dashboard

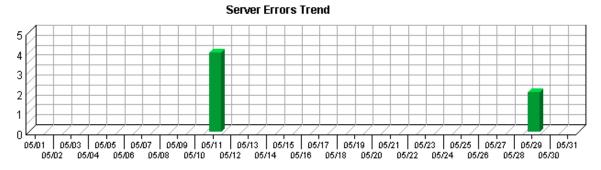
This displays key graphs and tables that provide an overview of the Errors chapter. Click on the title of a graph or table to navigate to the corresponding page.

Technical Statistics

Total Hits	74,918	100%
Successful Hits	66,287	88.48%
Failed Hits	8,631	11.52%
Cached Hits	14,754	19.69%





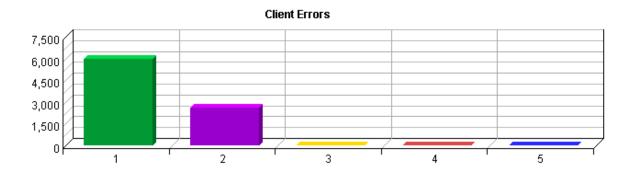


Errors Dashboard 159

160 Errors Dashboard

Client Errors

This report identifies the error codes from the browsers accessing your server.



Client Errors

	HTTP Status Codes	Hits	%
1.	403 Forbidden	5,987	69.41%
2.	404 Not Found	2,622	30.40%
3.	413 Request Entity Too Large	6	0.07%
4.	400 Bad Request	6	0.07%
5.	408 Request Timeout	4	0.05%
	Total	8,625	100.00%

Client Errors – Help Card

? Client Errors – An error caused by a problem on your visitor's end of the web site connection. The server is not responsible for client errors.

Hits – Number of failed hits that returned this status code.

HTTP Status Codes – The status code for the specific error that occurred.

% – Percentage of total failed hits that returned this status code.

Use this page to determine what maintenance is necessary.

Client Errors 161

162 Client Errors

File Not Found Errors

This report identifies files that returned "404 - Not Found" or "410 - Gone" errors from your server.



File Not Found Errors

	Files Not Found and Referring URL	Hits	%
1.	/ncer/rfa/2002stargradfellann. html (no referrer)	48	1.83%
2.	/ncer/rfa/forms/downlf.html (no referrer)	43	1.64%
3.	/ncer/rfa/futures.html (no referrer)	37	1.41%
4.	/ncer/rfa/undgrad.html (no referrer)	35	1.33%
5.	/ncer/rfa/02dmvep.html (no referrer)	34	1.30%
6.	/ncer/rfa/kids2000.html (no referrer)	31	1.18%
7.	/ncer/rfa/bfutur.html (no referrer)	30	1.14%
8.	/ncer/rfa/00humanrfa.html (no referrer)	29	1.11%
9.	/ncer/rfa/water.html (no referrer)	25	0.95%
10.	/ncer/rfa/undgrad.html http://www.lasculturas.com/ lib/libScholarships.php	22	0.84%
11.	/ncer/rfa/empact99.html (no referrer)	20	0.76%
12.	/ncer/rfa/gradfellows01.html (no referrer)	20	0.76%
13.	/ncer/rfa/99fellow.html (no referrer)	20	0.76%
14.	/ncer/rfa/ungradmaifell01. html (no referrer)	20	0.76%
15.		20	0.76%

File Not Found Errors 163

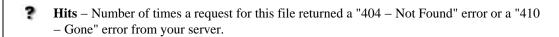
/ncer/rfa/2008/2008_star_gcwg. html

http://www.lacity.org/EAD/

EADWeb-AboutEAD/grants.htm

16.	/ncer/rfa/supersitesrfa.html (no referrer)	18	0.69%
17.	/ncer/rfa/2008/\ncer\ (no referrer)	18	0.69%
18.	/ncer/rfa/2002gradmaifell. html (no referrer)	18	0.69%
19.	/ncer/rfa/market2000.html (no referrer)	18	0.69%
20.	/ncer/rfa/ecohab.html (no referrer)	17	0.65%
	Subtotal	523	19.95%
	Other	2,099	80.05%
	Total	2,622	100.00%

File Not Found Errors - Help Card



Files – This column lists the file that could not be found and the URL of the referrer (if known).

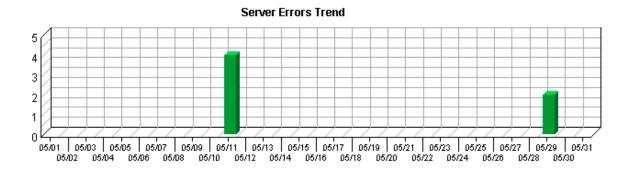
% – Percentage of the total 404 and 410 errors that were for this file.

Check the links to all pages and files listed in this table. The files were either moved or they no longer exist, and the links are no longer successful.

164 File Not Found Errors

Server Errors

This report lists the errors which occurred on the server.



Server Errors

	HTTP Status Codes	Hits	%
1.	500 Internal Error	6	100.00%
	Total	6	100.00%

Server Errors – Help Card



Hits – Number of failed hits of the type specified in the "Pages" column. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

HTTP Status Codes – The status code for the specific error that occurred.

% – Percentage of failed hits that were of the specified type.



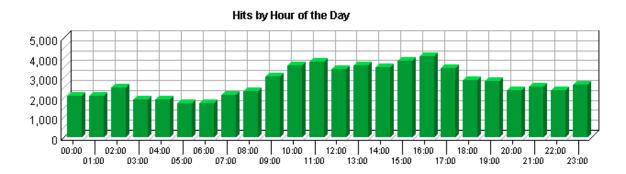
Use this page to determine what maintenance is necessary.

Server Errors 165

166 Server Errors

Activity Dashboard

This displays key graphs and tables that provide an overview of the Activity chapter. Click on the title of a graph or table to navigate to the corresponding page.

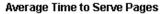


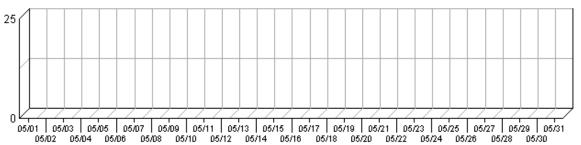
Most Active Summary

Most Active Date	May 05, 2008
Number of Hits on Most Active Date	3,610
Most Active Day of the Week	Thu
Most Active Hour of the Day	16:00-16:59

Activity on Weekdays Summary

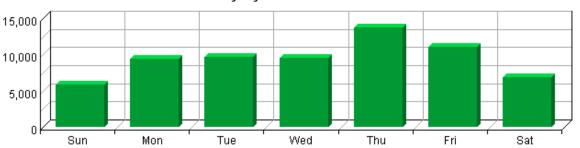
Total Hits Weekdays	53,482
Total Visits Weekdays	28,988
Average Number of Visits per day on Weekdays	1,317
Average Number of Hits per day on Weekdays	2,431





Activity Dashboard 167

Hits by Day of the Week



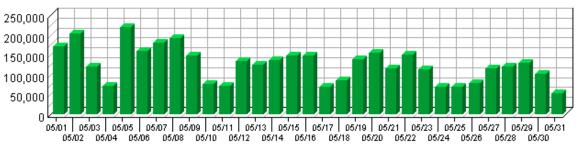
Least Active Summary

Least Active Date	May 31, 2008
Number of Hits on Least Active Date	925
Least Active Day of the Week	Sun
Least Active Hour of the Day	05:00-05:59

Activity on Weekends Summary

Total Hits Weekend	12,805
Total Visits Weekend	6,774
Average Number of Visits per Weekend	1,354
Average Number of Hits per Weekend	2,561

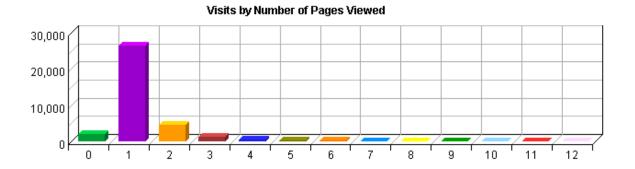




168 Activity Dashboard

Visits by Number of Pages Viewed

This report shows you how many times visitors viewed one page, how many viewed two pages, etc.



Visits by Number of Pages Viewed

Number of Pages Viewed	Visits	%
0	1,937	5.42%
1	26,401	73.81%
2	4,476	12.51%
3	1,248	3.49%
4	606	1.69%
5	264	0.74%
6	170	0.48%
7	126	0.35%
8	84	0.23%
9	67	0.19%
10	46	0.13%
11	44	0.12%
12	24	0.07%
Subtotal	35,493	99.23%
Other	275	0.77%
Total	35,768	100.00%

Visits by Number of Pages Viewed - Help Card

Number of Pages Viewed – The number of pages viewed during a visit. If the visitor viewed only non–page files such as a .gif or a .jpeg, the count of pages viewed is zero for that visit.

Visits – Number of visits by visitors who viewed the specified number of pages. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default

idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

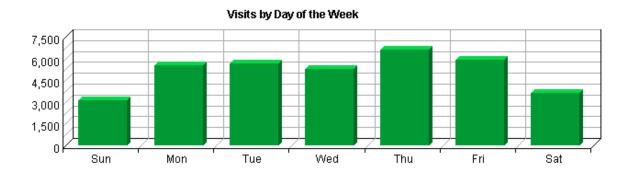
% – Percentage of total visits by people who viewed the specified number of pages.



You can use this information to quickly find out the number and percentages of viewers who read a given number of pages on your site. If most visitors only view a few pages, it may indicate that they cannot find the content they are looking for.

Visits by Day of the Week

This report shows the activity for each day of the week within the reporting period. Unsuccessful hits are not included.



Visits by Day of the Week

Day	Visits	%
Sun	3,122	8.73%
Mon	5,540	15.49%
Tue	5,645	15.78%
Wed	5,289	14.79%
Thu	6,586	18.42%
Fri	5,928	16.58%
Sat	3,652	10.21%
Total Weekend	6,774	18.94%
Total Weekdays	28,988	81.06%
Total	35,762	100.00%

Visits by Day of the Week - Help Card

3

Day – Specified day of the week being tracked.

Visits – Number of visits on the specified day of the week. If the report period is longer than one week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle—time limit. The default idle—time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits that occurred on the specified day of the week.

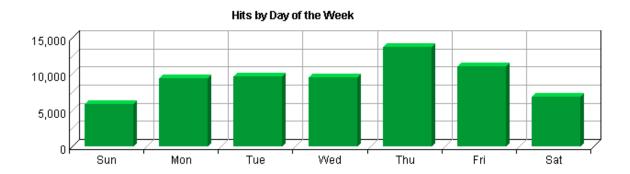
B

Number of visits on the specified day of the week. If the report period is longer than one

week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle—time limit. The default idle—time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits by Day of the Week

This report shows the activity for each day of the week within the reporting period. Unsuccessful hits are not included.



Hits by Day of the Week

Day	Hits	%
Sun	5,881	8.87%
Mon	9,460	14.27%
Tue	9,698	14.63%
Wed	9,513	14.35%
Thu	13,773	20.78%
Fri	11,038	16.65%
Sat	6,924	10.45%
Total Weekend	12,805	19.32%
Total Weekdays	53,482	80.68%
Total	66,287	100.00%

Hits by Day of the Week - Help Card

3

Day – Specified day of the week being tracked.

Hits – Number of hits on the specified day of the week. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% – Percentage of total hits that occurred on the specified day of the week.

S

Days of less activity should be considered good days for maintenance and content improvement.

Visits by Hour of the Day

This report shows activity for each hour of the day. It also shows the most and the least active hours of the day for the report period.



Visits by Hour of the Day

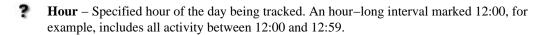
Hour	Visits	%
00:00	1,135	3.17%
01:00	1,066	2.98%
02:00	1,073	3.00%
03:00	949	2.65%
04:00	888	2.48%
05:00	957	2.68%
06:00	987	2.76%
07:00	1,077	3.01%
08:00	1,326	3.71%
09:00	1,781	4.98%
10:00	2,186	6.11%
11:00	2,187	6.12%
12:00	2,035	5.69%
13:00	2,049	5.73%
14:00	2,063	5.77%
15:00	2,104	5.88%
16:00	2,029	5.67%
17:00	1,752	4.90%
18:00	1,476	4.13%
19:00	1,415	3.96%
20:00	1,331	3.72%
21:00	1,364	3.81%
22:00	1,265	3.54%
23:00	1,267	3.54%
Total Visits during Work Hours (8:00am-5:00pm)	17,760	49.66%

Total Visits during After Hours (5:01pm-7:59am)	18,002	50.34%
Total	35,762	100.00%

Summary of Visits by Hour of the Day

Most Active Hour of the Day	11:00-11:59
Least Active Hour of the Day	04:00-04:59

Visits by Hour of the Day - Help Card



Least Active Hour of the Day – The specific hour of the day that had the fewest number of hits.

Most Active Hour of the Day – The specific hour of the day that had the largest number of visits

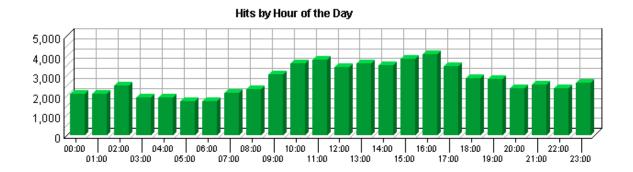
Visits – Number of visits to your site during the specified hour. If there are several days in the report period, the value presented is the sum of all visits during that hour for all days. All times are referenced to the location of the system running the analysis. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visits to your site that occurred during the specified hour.

This information can be used to determine which hour of the day is best for system maintenance.

Hits by Hour of the Day

This report shows the most and the least active hour of the day for the report period. The second table breaks down activity for the given report period to show the average activity for each individual hour of the day. If there are several days in the report period, the value presented is the sum of all hits during that period of time for all days. All times are referenced to the location of the system running the analysis.



Hits by Hour of the Day

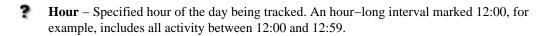
Hour	Hits	%
00:00	2,061	3.11%
01:00	2,100	3.17%
02:00	2,499	3.77%
03:00	1,917	2.89%
04:00	1,878	2.83%
05:00	1,690	2.55%
06:00	1,712	2.58%
07:00	2,137	3.22%
08:00	2,317	3.50%
09:00	3,055	4.61%
10:00	3,629	5.47%
11:00	3,779	5.70%
12:00	3,403	5.13%
13:00	3,601	5.43%
14:00	3,502	5.28%
15:00	3,843	5.80%
16:00	4,096	6.18%
17:00	3,488	5.26%
18:00	2,858	4.31%
19:00	2,820	4.25%
20:00	2,340	3.53%
21:00	2,566	3.87%
22:00	2,374	3.58%
23:00	2,622	3.96%

Total Hits during Work Hours (8:00am-5:00pm)	31,225	47.11%
Total Hits during After Hours (5:01pm-7:59am)	35,062	52.89%
Total	66,287	100.00%

Summary of Hits by Hour of the Day

Most Active Hour of the Day	16:00–16:59
Least Active Hour of the Day	05:00-05:59

Hits by Hour of the Day - Help Card



Hits – Number of hits to your site during the specified hour. If there are several days in the report period, the value presented is the sum of all visits during that hour for all days. All times are referenced to the location of the system running the analysis. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Least Active Hour of the Day – The specific hour of the day that had the fewest number of hits.

Most Active Hour of the Day – The specific hour of the day that had the largest number of hits.

% – Percentage of hits to your site that occurred during the specified hour.

This information can be used to determine which hour of the day is best for system maintenance.

Visit Duration by Visits

This report shows the number and percentages of visits over selected visit lengths.



Visit Duration by Visits

Visit Duration in Minutes	Visits	%
0–1	31,078	86.89%
1–2	616	1.72%
2–3	352	0.98%
3–4	249	0.70%
4–5	225	0.63%
5–6	183	0.51%
6–7	190	0.53%
7–8	184	0.51%
8–9	132	0.37%
9–10	145	0.41%
10–11	150	0.42%
11–12	108	0.30%
12–13	101	0.28%
13–14	107	0.30%
14–15	83	0.23%
15–16	70	0.20%
16–17	73	0.20%
17–18	81	0.23%
18–19	58	0.16%
19–20	68	0.19%
Subtotal	34,253	95.76%
Other	1,515	4.24%
Total	35,768	100.00%

Visit Duration by Visits 179

Visit Duration by Visits - Help Card

Visit Duration (minutes) – The number of minutes your web site was viewed.

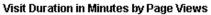
Visits - Number of visitors who viewed your page for the specified duration of time. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

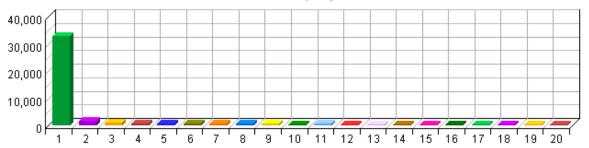
% – Percentage of visitors who viewed your page for the specified duration of time.

This information tells you how many visitors view your site for specific intervals of time.

Visit Duration by Page Views

This report shows the number and percentages of pages views over selected visit lengths.





Visit Duration by Page Views

Visit Duration in Minutes	Views	%
0–1	32,777	54.08%
1–2	1,722	2.84%
2–3	1,000	1.65%
3–4	823	1.36%
4–5	720	1.19%
5–6	538	0.89%
6–7	538	0.89%
7–8	573	0.95%
8–9	536	0.88%
9–10	398	0.66%
10–11	613	1.01%
11–12	373	0.62%
12–13	326	0.54%
13–14	373	0.62%
14–15	266	0.44%
15–16	274	0.45%
16–17	221	0.36%
17–18	262	0.43%
18–19	213	0.35%
19–20	263	0.43%
Subtotal	42,809	70.63%
Other	17,802	29.37%
Total	60,611	100.00%

Visit Duration by Page Views - Help Card

5

Page – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visit Duration (minutes) – The number of minutes your web site was viewed.

Views – A page view is A hit to any file classified as a page. Contrast page views with hits, which counts files of every type.

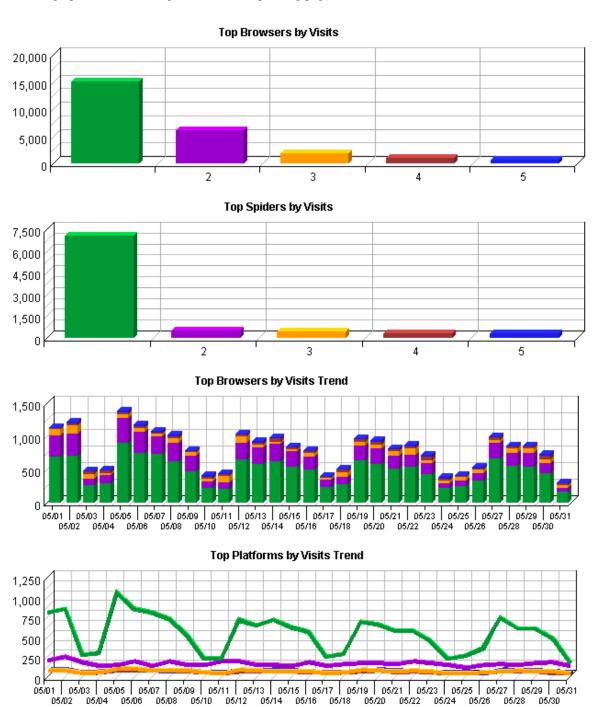
% – Percentage of visitors who viewed your page for the specified duration of time.



This information tells you how many visitors view your site for specific intervals of time.

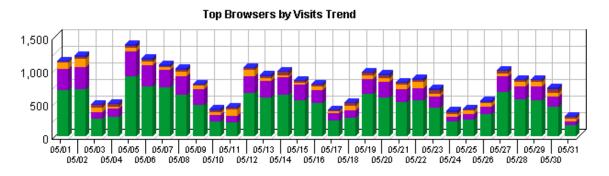
Browsers and Platforms Dashboard

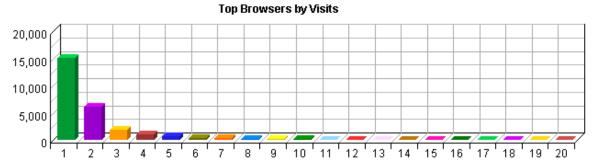
This displays key graphs and tables that provide an overview of the Browsers and Platforms chapter. Click on the title of a graph or table to navigate to the corresponding page.



Top Browsers

This report identifies the most popular browsers used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.





Top Browsers

	Browser	Visits	%	Hits
1.	Microsoft Internet Explorer	15,144	56.97%	23,256
2.	Mozilla	6,114	23.00%	8,941
3.	msnbot/1.1 (http://search.msn.com/msnbot.htm)	1,803	6.78%	2,808
4.	Other Netscape Compatible	949	3.57%	2,776
5.	Others	622	2.34%	804
6.	Jakarta Commons-HttpClient/3.0.1	308	1.16%	645
7.	libwww-perl/5.800	299	1.12%	435
8.	Safari	163	0.61%	236
9.	Netscape	148	0.56%	231
10.	NLESE USEPA	122	0.46%	2,446
11.	Opera	74	0.28%	118
12.	Konqueror	66	0.25%	3,928
13.	libwww-perl/5.808	56	0.21%	59
14.	www.dlese.org,support@dlese.org	56	0.21%	56
15.	Java/1.5.0_12	50	0.19%	93
16.	Java/1.6.0_03	50	0.19%	77
17.	PEAR HTTP_Request class (http://pear.php.net/)	33	0.12%	33

Top Browsers 185

18.	CCBot/1.0 (http://www.commoncrawl.org/bot.html)	32	0.12%	121
19.	libwww-perl/5.805	31	0.12%	31
20.	ia_archiver	25	0.09%	33
	Subtotal	26,145	98.35%	47,127
	Other	439	1.65%	1,506
	Total	26,584	100.00%	48,633

Top Browsers - Help Card

Prowser – A program used to locate and view web pages. These include Netscape, Microsoft Internet Explorer, Opera and others.

Hits – Number of hits from visitors using the specified browser. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Total – The total activity based on the sort column (hits or visits) where there was sufficient information to identify the browser. This number may be less than the total visits or hits overall.

Visits – The total visits where there was sufficient information to identify the browser. This number may be less than the total visits overall. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total for the sort column (hits or visits) by those using the specified browser.

Prowser data can help you determine how to configure your site for optimal viewing.

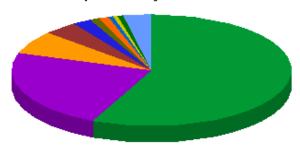
Note: Any hits identified as originating from a spider (an automated program that searches the Internet) are not counted in this table. Also, if a browser does not identify itself in its request to the Web server, it will get counted on this page as an "Other."

186 Top Browsers

Top Browsers by Version

This report lists the browser versions most common among your visitors.





Top Browsers by Version

	Browser	Version	Visits	%	Hits
1.	Microsoft Internet Explorer	6.0	7,642	28.75%	11,516
		7.0	7,336	27.60%	11,330
		5.0	66	0.25%	98
		5.5	50	0.19%	100
		5.01	19	0.07%	171
		5.23	6	0.02%	11
		5.14	6	0.02%	7
		3.02	4	0.02%	5
		4.01	4	0.02%	6
		mutant	2	0.01%	2
		7.0b	2	0.01%	2
		4.0	2	0.01%	2
		6.01	1	0.00%	1
		6.0b	1	0.00%	2
		Version Unknown	1	0.00%	1
		5.22	1	0.00%	1
		8.0	1	0.00%	1
		Other	0	0.00%	0
2.	Mozilla	20080404	3,625	13.64%	5,382
		Version Unknown	676	2.54%	910
		20070308	655	2.46%	960
		20071127	136	0.51%	249
		20080201	84	0.32%	155
		20070725	79	0.30%	101
		20080311	78	0.29%	98

20070508	67	0.25%	105
20080109	60	0.23%	64
20050915	51	0.19%	59
20070515	44	0.17%	110
20070914	35	0.13%	49
20071025	34	0.13%	40
20070713	33	0.12%	35
2008032620	32	0.12%	45
20061010	31	0.12%	44
20070309	27	0.10%	31
2008051206	21	0.08%	26
20080219	19	0.07%	20
20071008	15	0.06%	26
20041107	15	0.06%	34
20060601	14	0.05%	14
20061204	14	0.05%	15
2008050509	13	0.05%	16
20050511	12	0.05%	13
20080416	11	0.04%	17
20080418	11	0.04%	12
2008032619	10	0.04%	18
20060414	9	0.03%	9
20060909	8	0.03%	8
20060728	8	0.03%	15
20060426	7	0.03%	12
20050716	7	0.03%	11
20061206	6	0.02%	6
20070219	6	0.02%	7
20060111	5	0.02%	8
20071115	5	0.02%	8
2008041514	5	0.02%	7
20060508	4	0.02%	13
20080421	4	0.02%	4
20041217	4	0.02%	6
20080409	4	0.02%	4
20070815	4	0.02%	9
20080325	4	0.02%	5
20070216	4	0.02%	9
20070210	3	0.02%	3
20040223	3	0.01%	4
200/1030	3	0.01%	3
20051201	3	0.01%	4
20030414	3	0.0170	4

20080313	3 0.01%	4
20020924	3 0.01%	3
20051111	3 0.01%	6
2007121120	3 0.01%	3
20080207	3 0.01%	6
20080414	3 0.01%	3
20070509	3 0.01%	3
20061023	2 0.01%	2
2008051202	2 0.01%	3
20040113	2 0.01%	2
20050711	2 0.01%	2
20041001	2 0.01%	2
20050319	2 0.01%	2
20061025	2 0.01%	5
20071205	2 0.01%	2
20071018	2 0.01%	2
2008041515	2 0.01%	2
20070226	2 0.01%	3
20070312	2 0.01%	2
20071128	2 0.01%	3
	2 0.01%	5
20070730	2 0.01%	2
20060308	2 0.01%	2
20061011	2 0.01%	2
20080419	2 0.01%	3
20031008	2 0.01%	3
20070222	1 0.00%	1
20031016	1 0.00%	1
20070801	1 0.00%	1
2008030714	1 0.00%	1
20070731	1 0.00%	1
20040707	1 0.00%	1
20060911	1 0.00%	1
20060719	1 0.00%	1
20071019	1 0.00%	2
20080410	1 0.00%	1
20040623	1 0.00%	1
20080512	1 0.00%	2
20080406	1 0.00%	1
0070601	1 0.00%	2
20040614	1 0.00%	1
20051228	1 0.00%	1

20060319			20070611	1	0.00%	1
20080424			20050225	1	0.00%	1
20040910			20060319	1	0.00%	1
			20080424	1	0.00%	1
20071015			20040910	1	0.00%	3
			20050715	1	0.00%	1
			20071015	1	0.00%	1
			20080514	1	0.00%	1
20071102			20061108	1	0.00%	1
20070820			2008020514	1	0.00%	1
20040218			20071102	1	0.00%	1
20040803			20070820	1	0.00%	1
20060731			20040218	1	0.00%	1
20050923			20040803	1	0.00%	1
20071126			20060731	1	0.00%	1
			20050923	1	0.00%	1
			20071126	1	0.00%	2
2008051704			20070417	1	0.00%	1
20080206			20070411	1	0.00%	1
20080206			2008051704	1	0.00%	1
20060602			20080206	1	0.00%	
20060602			20041110	1	0.00%	1
2008043010			20060602	1	0.00%	1
2008043010			2008052504	1	0.00%	1
20050223			2008043010	1		
20080209				1		
20060710				1		
20060910						
20061208						
20060313				1		
Other						
3. msnbot/1.1 (http://search.msn.com/msnbot.htm) Version Unknown 1,803 6.78% 2,808 4. Other Netscape Compatible Version Unknown 949 3.57% 2,776 5. Others Version Unknown 622 2.34% 804 5. Others Other 0 0.00% 0 6. Jakarta Commons-HttpClient/3.0.1 Version 308 1.16% 645						
Other 0 0.00% 0 4. Other Netscape Compatible Version Unknown 949 3.57% 2,776 Other 0 0.00% 0 5. Others Version Unknown 622 2.34% 804 Other 0 0.00% 0 6. Jakarta Commons-HttpClient/3.0.1 Version 308 1.16% 645	3.		Version			
Version Unknown 949 3.57% 2,776 Other 0 0.00% 0 5. Others Version Unknown 622 2.34% 804 Unknown Other 0 0.00% 0 6. Jakarta Commons-HttpClient/3.0.1 Version 308 1.16% 645		-		0	0.00%	0
Version Unknown 622 2.34% 804 Other 0 0.00% 0 6. Jakarta Commons–HttpClient/3.0.1 Version 308 1.16% 645	4.	Other Netscape Compatible	Version			
Unknown Other 0 0.00% 0 6. Jakarta Commons–HttpClient/3.0.1 Version 308 1.16% 645			Other	0	0.00%	0
6. Jakarta Commons–HttpClient/3.0.1 Version 308 1.16% 645	5.	Others		622	2.34%	804
•			Other	0	0.00%	0
	6.	Jakarta Commons-HttpClient/3.0.1		308	1.16%	645

		Other	0	0.00%	0
7.	libwww-perl/5.800	Version Unknown	299	1.12%	435
		Other	0	0.00%	0
8.	Safari	419.3	82	0.31%	113
		312.6	32	0.12%	44
		YY/ADOBE	14	0.05%	16
		412	6	0.02%	8
		125.12	4	0.02%	6
		412.2	4	0.02%	9
		51	3	0.01%	3
		417.9.2	2	0.01%	2
		312.3.1	2	0.01%	2
		YY	2	0.01%	3
		417.8	1	0.00%	1
		523.10	1	0.00%	1
		312	1	0.00%	1
		412.5	1	0.00%	1
		417.9.3	1	0.00%	1
		125.7	1	0.00%	1
		85.5	1	0.00%	1
		85.8.1	1	0.00%	1
		312.6_ADOBE	1	0.00%	16
		413	1	0.00%	1
		417.9	1	0.00%	1
		125.8	1	0.00%	4
		Other	0	0.00%	0
9.	Netscape	4.5	74	0.28%	87
		7.2	32	0.12%	64
		7.1	8	0.03%	8
		1.0	4	0.02%	14
		6.2.1	4	0.02%	4
		8.1.2	4	0.02%	25
		8.1.3	4	0.02%	5
		4.7	2	0.01%	2
		8.0.3.3	2	0.01%	2
		7.0	2	0.01%	2
		4.8	1	0.00%	1
		4.72	1	0.00%	1
		7.01	1	0.00%	1
		4.61	1	0.00%	1
		4.x	1	0.00%	4

		Version Unknown	1	0.00%	2
		3.0	1	0.00%	1
		2.02Gold	1	0.00%	2
		Nutch-0.9	1	0.00%	1
		6.01	1	0.00%	1
		4.79	1	0.00%	2
		4.08	1	0.00%	1
		Other	0	0.00%	0
10.	NLESE USEPA	Version Unknown	122	0.46%	2,446
		Other	0	0.00%	0
11.	Opera	9.27	26	0.10%	28
		9.26	14	0.05%	54
		9.25	6	0.02%	7
		8.01	5	0.02%	5
		9.20	4	0.02%	4
		9.24	3	0.01%	3
		9.21	3	0.01%	4
		9.23	2	0.01%	2
		9.50	2	0.01%	2
		9.22	2	0.01%	2
		9.02	1	0.00%	1
		9.10	1	0.00%	1
		9.01	1	0.00%	1
		9.00	1	0.00%	1
		9.30	1	0.00%	1
		8.65	1	0.00%	1
		7.0	1	0.00%	1
		Other	0	0.00%	0
12.	Konqueror	3.2	48	0.18%	3,908
		3.5	7	0.03%	9
		3.1	4	0.02%	4
		3.0	2	0.01%	2
		3.1-RC2	2	0.01%	2
		3.0-RC1	1	0.00%	1
		3.0-RC3	1	0.00%	1
		3.1-RC3	1	0.00%	1
		Other	0	0.00%	0
13.	libwww-perl/5.808	Version Unknown	56	0.21%	59
		Other	0	0.00%	0

14.	www.dlese.org,support@dlese.org	Version Unknown	56	0.21%	56
		Other	0	0.00%	0
15.	Java/1.5.0_12	Version Unknown	50	0.19%	93
		Other	0	0.00%	0
16.	Java/1.6.0_03	Version Unknown	50	0.19%	77
		Other	0	0.00%	0
17.	PEAR HTTP_Request class (http://pear.php.net/)	Version Unknown	33	0.12%	33
		Other	0	0.00%	0
18.	CCBot/1.0 (http://www.commoncrawl.org/bot.html)	Version Unknown	32	0.12%	121
		Other	0	0.00%	0
19.	libwww-perl/5.805	Version Unknown	31	0.12%	31
		Other	0	0.00%	0
20.	ia_archiver	Version Unknown	25	0.09%	33
		Other	0	0.00%	0
	Subtotal		26,145	98.35%	47,127
	Other		439	1.65%	1,506
	Total		26,584	100.00%	48,633

Top Browsers by Version - Help Card

Prowser – A program used to locate and view web pages. These include Netscape, Microsoft Internet Explorer, Opera and others.

Visits – Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

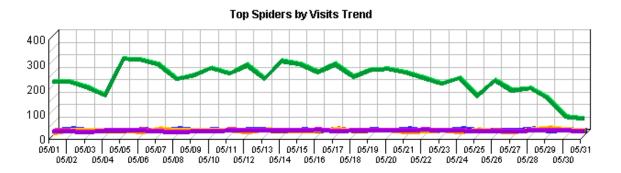
% – Percentage of the total visits in which the visitor viewed this page at least once.

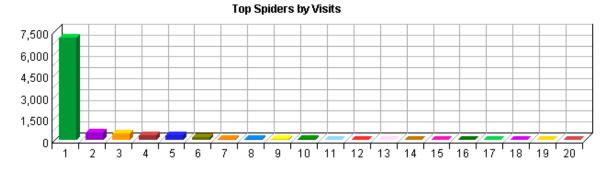
Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

This information can help you decide which technology to implement on your site. You can determine whether the majority of your visitors are ready to benefit from the latest technologies (DHTML, Flash, etc.) available with the most recent versions of the main browsers.

Top Spiders

This report identifies robots, spiders, crawlers and search services visiting your site. The spiders shown in this report are based on a configured list in the product code. If your site uses JavaScript tagging to monitor traffic (for example, WebTrends SmartSource Data Collector), only spiders that use JavaScript will appear in this report.





Top Spiders

	Spider	Visits	%	Hits
1.	Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp)	7,070	77.03%	8,159
2.	Mozilla/5.0 (compatible; Yahoo! Slurp/3.0; http://help.yahoo.com/help/us/ysearch/slurp)	495	5.39%	1,726
3.	Gigabot	429	4.67%	1,388
4.	Mozilla/5.0 (compatible; Googlebot/2.1; http://www.google.com/bot.html)	327	3.56%	4,861
5.	Mozilla/5.0 (compatible; Yahoo! Slurp China; http://misc.yahoo.com.cn/help.html)	322	3.51%	325
6.	Yeti	170	1.85%	187
7.	Mozilla/5.0 (compatible; Exabot/3.0; http://www.exabot.com/go/robot)	71	0.77%	79
8.	Mozilla/5.0 (compatible; discobot/1.0; http://discoveryengine.com/discobot.html)	37	0.40%	134
9.	FAST Enterprise Crawler 6	35	0.38%	141
10.	WebAlta Crawler	35	0.38%	145
11.	Mozilla/5.0 (Twiceler–0.9 http://www.cuill.com/twiceler/robot.html)	24	0.26%	25

Top Spiders 195

12.	Morning Paper 1.0 (robots.txt compliant!)	24 0.26%	25
13.	Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; maxamine.com–robot)	19 0.21%	145
14.	YPARD Crawler	18 0.20%	i 19
15.	Mozilla/5.0 (compatible; YodaoBot/1.0; http://www.yodao.com/help/webmaster/spider/;)	16 0.17%	21
16.	Grub	14 0.15%	3 4
17.	Speedy Spider (http:	11 0.12%	1 4
18.	Baiduspider (http:	10 0.11%	i 10
19.	TurnitinBot	10 0.11%	2 9
20.	Balihoo	4 0.04%	5
	Subtotal	9,141 99.60%	17,472
	Other	37 0.40%	182
	Total	9,178 100.00%	17,654

Top Spiders – Help Card

? Hits – Number of times the specified spider hit your site. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Spider – An automated program which searches the Internet.

Visits – Number of times the specified spider visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

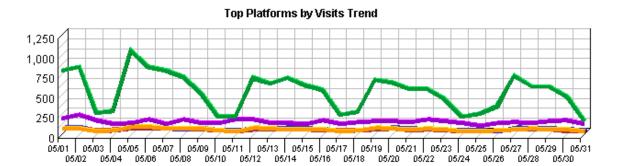
% – Percentage of total spider visits or hits by the specified spider.

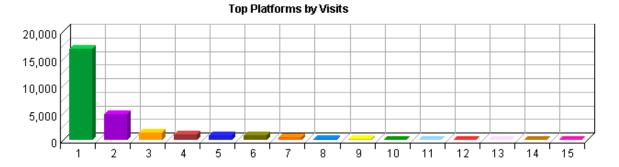
This information is important for a Webmaster trying to block spiders that tax the server. It also tells you what kind of automated attention you have attracted to your site.

196 Top Spiders

Top Platforms

This report identifies the operating systems most used by the visitors to the site. This information will only be displayed if your server is logging the browser/platform information.





Top Platforms

	Platform	Visits	%	Views
1.	Windows XP	16,723	62.91%	25,482
2.	Others	4,705	17.70%	11,493
3.	Windows 2000	1,435	5.40%	2,327
4.	Windows NT	978	3.68%	1,440
5.	Macintosh	891	3.35%	1,185
6.	Linux	866	3.26%	1,248
7.	Macintosh PowerPC	557	2.10%	791
8.	Windows 98	186	0.70%	316
9.	Windows 2003	93	0.35%	131
10.	FreeBSD	49	0.18%	3,911
11.	Windows Win32s	40	0.15%	56
12.	Windows ME	25	0.09%	27
13.	Windows 3.x	19	0.07%	166
14.	Windows 95	11	0.04%	15
15.	SunOS	6	0.02%	45
	Total	26,584	100.00%	48,633

Top Platforms 197

Top Platforms - Help Card

5

Hits – Number of hits by visitors using the specified platform. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Platform – The specified platform being analyzed. The operating system used by the visitor to your site.

Total – The total hits or visits that were not identified as from a spider. This number may be less than the total overall.

Visits – Number of visits by visitors using the specified platform. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle—time limit. The default idle—time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of hits or visits by those using the specified platform.



This information is useful when determining what content to include on your web site.

198 Top Platforms

Glossary

The following terms are used in Reporting Center reports, and some are used throughout the World Wide Web in general.

Glossary

Active Campaign	The Active Campaign is one that a visitor has seen or received that has not reached the end of its duration.
Active Campaigns	The Active Campaign is one that a visitor has seen or received that has not reached the end of its duration.
Ad	A graphic or banner which takes a visitor to another web site when clicked.
Ad Click	A click on an advertisement which takes a visitor to another web site.
Ad View	Occurs when an ad is displayed to a visitor. Once visitors have viewed an ad, they can click on it (see Ad Click). There may be more than one ad on an ad view.
Authenticated Username	A unique visitor tracked by user name and password rather than by IP address. You may find more authenticated user names than total visitors because several persons may be using the same IP address. Since many ISPs dynamically assign IP addresses, and since multiple visitors may use a single IP address, authentication is a much more accurate way to identify visitors.
Authentication	Technique that limits access to Internet or intranet resources to visitors who identify themselves by entering a user name and password.
Avg. Frequency	This measure is the average number of times these visitors have visited your site over their lifetime.
Avg. Latency	This measure is the average number of days between visits for visitors over their lifetime. Note: A zero latency means the average time between visits is less than 24 hours.
Avg. Lifetime Value	The average lifetime value is the average of the sum of all order values.
Avg. Most Recent Purchase Amt.	The average most recent purchase amount for this group of visitors.
Avg. Recency	The number of days since the last visit is averaged for each visit in the reporting timeframe. Note: A zero recency means you have visited within the last 24 hours, or that the average value is less than one day.
Bandwidth	Measure of the traffic on a site. Bandwidth is expressed as the amount of data transferred in a specified unit of time.
Browser	A program used to locate and view web pages. These include Netscape, Mosaic, Microsoft Internet Explorer, and others.
Campaign Lifetime Value	The total order value associated to the campaign.
Click Through Rate	Percentage of visitors who viewed an ad and also clicked on it. This is a good indication of an ad's effectiveness.
Client	A computer that accesses resources provided by another computer, called a server.
Client Errors	An error occurring due to an invalid request by the visitor's browser. Client errors are in the 400–range. See the "Status Code" glossary entry for more information.

Company Database	The database installed and used by Reporting Center to look up the company name, city, state, and country corresponding to a specific domain name.
Cookies	Files containing information about web site visitors. This information can include the visitor's user name, preferences, etc. The information is provided by visitors during their first visit to a web site. The server records this information in a text file and stores it on the visitor's hard drive. At the beginning of later visits, the server looks for a cookie and configures itself based on the information provided.
Days Since First Purchase	The number of days since the first purchase since these visitors have been tracked.
Days Since Most Recent Purchase	The number of days since the last purchase for the campaign.
Destination Page	A page chosen by the system administrator for Path Analysis. The Path Analysis pages track which clicks brought each visitor to the selected Destination Page.
Domain Name	The text name corresponding to the IP address of a computer on the Internet. For example, www.webtrends.com is a domain name.
Domain Name Lookup	The process of converting an IP address into a text name (for example, 204.245.240.194 is converted to www.webtrends.com).
Entry File	The first file requested by a visitor during a visit to your web site.
Entry Page	The first page viewed during a visit to your web site. If a visit consists only of hits to non-page files, that visit has no entry page. This can cause the total number of entry pages to be less than the total number of visits.
Exit Page	The last page viewed during a visit to your web site. If a visit consists only of hits to non–page files, that visit has no exit page. This can cause the total number of exit pages to be less than the total number of visits.
FTP	File Transfer Protocol. It is a standard method of sending files from one computer to another over the Internet.
File Type	Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type "gif."
Filters	A means of narrowing the scope of a report by specifying ranges or types of data to include or exclude.
First Campaign	The First Campaign is the one that originally drove a visitor to your site.
First Campaign Lifetime Value	The lifetime value is the sum of all order values.
First Campaign Type	User-defined category shown for the first campaign for a visitor. Examples include online banner ads, e-marketing newsletters, and direct mail campaigns.
Frequency	Frequency is the number of times this visitor has visited your site since this visitor has been tracked.
GIF	Graphics Interchange Format. It is a graphics file format commonly used in HTML documents.
Geography	Geography indicates the world region, country, state/province, and city.
HTML	Hypertext Markup Language. It is the programming language for static web pages. It usually includes hypertext links between related objects and documents.
HTTP	Hypertext Transfer Protocol. It is a standard method of transferring data between a Web server and a Web browser.
Hit	Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.
Home Page	The main or introductory page of a web site. The home page provides visitors with an

overview and links to the rest of the site. It often contains or links to a Table of Contents.

	Contents.
Home Page URL	The URL for the home page of the site analyzed in the report.
IP Address	Internet Protocol Address. It is a series of four one—to three—digit numbers separated by periods. It is used to identify a computer connected to the Internet. For example, 212.6.125.76 is an IP address.
JPEG	Joint Photographic Expert Group. It is a compressed graphics format common on the Internet.
Latency	This measure is the average number of days between visits for visitors over their lifetime. Note: A zero latency means the average time between visits is less than 24 hours.
Lifetime Value	This is the maximum value for all orders for this period.
Log File	A file created by a Web or proxy server which contains information about the activity of the server.
Most Recent Campaign	The Most Recent Camapaign is the last one that a visitor has seen or received that has not reached the end of its duration.
New Users	Visitors who didn't have a cookie on their first visit, but had one during later visits.
No Referrer	Indicates visits to your web site that did not originate from any other site. For example, any visitor who types the URL of your site directly into their browser window fits into this category.
Order Count	This measure reflects the number of orders from completed purchases.
Order Value	This measure reflects the monetary amount generated from completed purchases.
Other	In tables showing a variable-length list of items, the number of items may exceed the number that can be viewed at one time. The values for the items not currently shown are added together and shown in the row named "Other."
Page	Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator.
Page View	A hit to any file classified as a page. Contrast the value for "page views" with the value for "hits," which includes hits to files of every type.
Palm Browser	A program used on a Palm device to display site content, similar to Netscape or Internet Explorer on PCs.
Palm Device	A portable personal computer small enough to fit in the palm of a person's hand. Reporting Center reports only include Palm devices if the log files shows the device used a Palm browser.
Path Through Site	The sequence of pages a visitor views, from the entry page to the exit page and all pages in between.
Paths from Start	The sequence of pages a visitor views, excluding the entry page.
Paths to Destination	The sequence of pages a visitor views before arriving at a selected Destination Page.
Platform	Refers to the operating system, such as Linux or Windows 98.
Protocol	An established method of exchanging data over the Internet.
Purchase Conversion Funnel	Analysis of the conversion process through a four-step purchase process.
Purchase Count	The total number of purchase transactions (not units ordered) for this visitor since the visitor has been tracked.
Recency	This measure is the number of days since the most recent visit for a visitor.

Referrer	URL of a web page that refers visitors to your site.		
Report Period	The dates covered in the report. You may select a report period of any day, week, month, quarter, or year within the data provided by the log analysis.		
Returning Visitors	Visitors who already had a cookie from your site before they visited.		
Scenario Analysis Step	The name of the step in the defined scenario. The step marks progress on the path that is being monitored.		
Script	A simple programming language used to execute specific or limited tasks. Scripts are often used for pages on the Internet to serve dynamic content and to tailor pages for individual visitors.		
Search Keywords	A keyword is a single word from within a search phrase. In the phrase "cordless phone" the individual keywords are "cordless" and "phone".		
Search Phrase	The search phrase a visitor used to find your site.		
Server	A computer that hosts information available to anyone accessing the Internet or an internal intranet.		
Server Error	An error occurring on the server. Web server errors have codes in the 500 range.		
Single Access Page	A page on your web site that visitors open, then exit from, without viewing any other page. To qualify, the visit must be to a page with a valid document type. If the visit is to a document with a different type (such as a graphic or sound file), the file does not count as a single access page, and the visit is not included in the total. Such visits are often the result of other sites referencing a specific downloadable file or graphic on your site. In these cases, a visit may have a single hit to a non–document type file, and will not be counted in the percentage calculations.		
Spider	An automated program which searches the internet.		
Status Code	The HTTP status code of a file request specifies whether the transfer was successful or not, and why. These codes are defined in RFC 2616, section 6.1.1.		

"Success" codes:

101 = Success: Switching Protocols
200 = Success: OK
201 = Success: Created
202 = Success: Accepted
203 = Success: Non-Authoritative Information
204 = Success: No Content
205 = Success: Reset Content
206 = Success: Partial Content
300 = Success: Multiple Choices
301 = Success: Moved Permanently
302 = Success: Found
303 = Success: See Other
304 = Success: Not Modified

305 = Success : Use Proxy 307 = Success : Temporary Redirect

"Failed" codes:

400 = Failed: Bad Request 401 = Failed: Unauthorized 402 = Failed: Payment Required

403 = Failed: Forbidden

100 = Success: Continue

404 = **Failed**: Not Found **405** = **Failed**: Method Not Allowed **406** = **Failed**: Not Acceptable **407** = **Failed**: Proxy Authentication Required **408** = **Failed**: Request Time-out **409** = **Failed**: Conflict 410 = Failed: Gone 411 = Failed: Length Required 412 = Failed: Precondition Failed 413 = Failed: Request Entity Too Large **414 = Failed**: Request–URI Too Large **415** = **Failed**: Unsupported Media Type **416** = **Failed**: Requested range not satisfiable **417** = **Failed**: Expectation Failed **500** = **Failed**: Internal Server Error **501** = **Failed**: Not Implemented **502** = **Failed**: Bad Gateway **503** = **Failed**: Service Unavailable **504** = **Failed**: Gateway Time–out **505** = **Failed**: HTTP Version Not Supported Subtotal In tables showing a variable length list of items, the number of items may exceed the number that can be viewed at one time. The values for the items currently shown are added together and shown in the row named "Subtotal." See "Top-Level Domain." Suffix (Domain Name) Time Interval A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59. Time before The number of days between a new buyer's first visit and first purchase. Order Time between The number of days between a visitor's previous purchase and most recent purchase in **Purchases** this report period. Top-Level The suffix of a domain name. A top-level domain can be based on the type of **Domain** organization (.com, .edu, .museum, .name, etc) or it can be a country code (.uk, .de, .jp, .us, etc.). The top-level domain can be used to identify the type of web site. The following is a partial list of how this report categorizes top-level domains: ARPANET: .arpa Commercial: .com .co .com.[country code] .co.[country code] .firm.co .firm.ve .ltd.uk .info .biz **Education**: .edu .edu.[country-code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn **International**: .int .int.co .int.ve .intl.tn Government: .gov .gov.[country code] .gove.[country code] .go.[country code] Military: .mil .mil.[country code]

Glossary 203

Network: .net .ad.jp .ne.kr .net.[country code]

Organization: .org .or .org.[country code] .or.[country code]

Personal: .name

Total	This table row gives the sum of all of the items for the current table during this report period. If the number of items for the table exceeds the number that can be viewed at one time, then a "Subtotal" row and an "Other" row will also be provided, and their sum will equal the Total row.
Traffic	The quantity of data transferred.
URL	Uniform Resource Locator. It is a means of identifying an exact location on the Internet. For example, http://www.webtrends.com/html/info/default.htm is the URL which defines the location of the page Default.htm in the /html/info/ directory on the NetIQ Corporation web site. As the previous example shows, a URL is comprised of four parts: Protocol Type (HTTP), Machine Name (webtrends.com), Directory Path (/html/info/), and File Name (default.htm).
Unique Visitors	Individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit.
User Agent	Portion of a log file that identifies the browser and platform used by a visitor.
Users Without Cookies	Visitors who come to your site with cookies disabled. There is no way to determine if these visitors are new or returning.
Visit	A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle—time limit. The default idle—time limit is thirty minutes. This time limit can be changed by the system administrator.
Visit Duration (Minutes)	The number of minutes your web site was viewed by a visitor.
Visitor Minutes	Total number of minutes your site was viewed by all visitors during the report period.
Visits with Clicks	Visits to your site where at least one ad was clicked on.
WAP Browser	A program used on a WAP device to display site content, similar to Netscape or Internet Explorer on PCs.
WAP Carrier	A server that acts as an intermediary and relays requests from visitors with WAP devices to your site.
WAP Device	A wireless device using Wireless Application Protocol (WAP), such as a cellular telephone or radio transceiver, that can be used to access the Internet. Reporting Center reports only include WAP devices if the log file shows the device used a WAP browser.
WTLS	Acronym for Wireless Transport Layer Security protocol, which is the security layer endorsed by the WAP Forum (www.wapforum.org). Its primary goal is to provide privacy, data integrity, and authentication for WAP applications.